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EDITORIAL

Editor in Chief	Julia Hope **julia@projectviva.co.uk**
Assistant Editor	Chris Pollitt **chris@projectviva.co.uk**
Editorial Assistant	James Ball **james@projectviva.co.uk**
Design Manager	Joe Everley
Designer	Don MacLachlan
Contributors	Andrew Thompson, James Washbrook, Karl Ashton, Martyn Webb, Jon Wells
Photography	Bruce Holder

SUBSCRIPTIONS

Telephone	01905 330177
Email	subscriptions@mogmag.co.uk

ADVERTISING

Display	John Hoinville
Email	john@projectviva.co.uk

MAGAZINE PRODUCTION

Office Manager	Jackie Wright
Office Administrator	Lauren Rodger

SOCIAL

@mog_magazine /mogmagazine

© MOG Magazine is published by Project Viva Limited, The Outlook, 6 Sansome Walk, Worcester, WR1 1LH

Telephone 01905 330177
Email info@mogmag.co.uk
Web www.mogmag.co.uk

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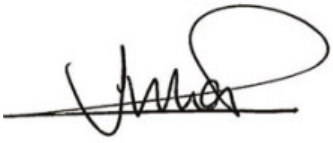
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EDITOR'S LETTER

It's the word that's on everyone's lips at the moment. As the latest James Bond film hits cinemas across the world, Spectre is surely the hottest buzzword globally. There's been tremendous press coverage for all aspects of the film, not least for the bespoke Aston Martin two-door coupé DB10. Undoubtedly one of the sexiest cars ever to be made, the DB10 continues the 50-year partnership between Bond and Aston Martin, which stretches back to 1964's Goldfinger. Of course, with just 10 being made, this DB10 will never hit production, and it got us to thinking of another British supercar that never made production but garnered iconic status at its launch – the Morgan AeroMax. Surely, here is a car that is as befitting a Bond film as any Aston Martin? We couldn't resist seizing the moment and leaping at the opportunity to cache in on the current James Bond fever by hitting some of the most famous James Bond film locations in London to see how the AeroMax measured up. We think it surpassed all expectations – see what you think!

The 3 Wheeler has also been holding its own in the media circus, taking the spotlight at an event at the recent London Design Festival, demonstrating its unique ability for customisation. MOG muscled in with the paparazzi to witness this incredible vehicle. Whether it's to your taste or not, there's no doubting it's an eye-catcher!





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MOG MAIL

YOUR NEWS. YOUR VIEWS.



STAR LETTER

A few weeks ago, my wife and I took ourselves to Castle Combe to watch some classic cars at the Autumn Classic.

During our visit, we were (un?)fortunate enough to witness the moment that the car once driven by Sir Stirling Moss, a classic Aston Martin DBR1 with significant Le Mans heritage, was somewhat unsympathetically sandwiched between a Jaguar and an Austin. From a visual standpoint it was significantly damaged, but thankfully the number of serious injuries to the three occupants of the crashed cars was minimal – that's the main thing.

Anyway, the point I want to make was brought up when we had a closer look at the mangled Aston after it had been returned to the paddock. Why do people get so worked up when an old car, while being used in competition, crashes? It truly baffles me. As I surveyed the damage, I could hear comments from people who were clearly angry that the car had been damaged, angry with such blindness you'd think the car had been crashed deliberately.

I love cars, I adore my Plus 4 and I cherish my Nash. But I also use them, no matter what, and they're road cars. Racers, in my eyes, should be used, abused and have their mechanical necks wrung at every given opportunity, it's what they were built for. A by-product of that, however, is that from time to time they will get a bit battered and bent – it's the nature of the beast.

To hide them in a museum would be a far greater injustice. Sitting still, slowly deteriorating through lack of use, only able to offer the one 'pose' for every passing camera. How depressing is that? A racer, whether it's worth £20,000,000 or £20 is a racer. It should be used for as long as possible. Plus, and this goes to all the angry voices heard at Castle Combe, we're British. We built that Aston, and you can bet that we'll also do a fine job of repairing it. As Mr Winner would say, calm down, dears!

James Bamber-Jackson, via email

Hi Mog Magazine

I thought you might be interested in my recent experiences in visiting a number of dealers in search of a Morgan to buy.

Over the last 15 years I have owned a number of classic cars, and this year I finally decided to join the 'world of Morgan' for the first time. My job takes me around the country and so I had the opportunity to visit a number of Morgan dealers. I was really looking forward to starting my Morgan experience, particularly as I had read how friendly and approachable the Morgan dealer network is.

However, I have to say that my overall experience has not lived up to this reputation. The majority of the dealers I visited seemed pretty disinterested in selling me a car. I was left to walk around empty showrooms, promised returned phone calls failed to materialise, emails were not responded to – I was beginning to take it personally!

What I concluded is that due to the huge interest in Morgan, dealers do not have to work very hard in order to sell their stock. But still, the lack of interest I encountered was disappointing. Just when I was beginning to think that maybe I should re-consider my decision, I visited one very well-known Morgan dealer who at least partly restored my faith. Despite having arrived unannounced at their showroom, the owner took time to show me around and then even though they were very busy, grabbed a set of keys and took me out for a quick test drive – this was much more like it.

I will still probably end up buying a Morgan, this will be because of what the vehicle offers rather than the dealer experience. Come on Morgan dealers up your game!

Name withheld, via email

Dear MOG Mag

I was pleased to read about the efforts Morgan put into making sure that they are present at events all year round. I have owned a Morgan for the last 10 years and whilst I certainly don't consider myself a fair-weather driver, it's realistic to say that there are certain days and weeks when you simply can't get a Morgan "fix" due to England's inclement winter climate. At this point, it's great to be able to look forward to a Morgan event. I have just been to the Classic and Sportscar event, and am lined up to go to the Classic Car Show as well - both of which have a fantastic Morgan presence. Well done Morgan - keep the flag flying!

Paul Amos, via email



Hello MOG,

Just wanted to drop you a line to let you know that I thoroughly enjoyed the fantasy renderings care of Morgan's designer, Jon. It's good to see some fresh thinking with a very definite Morgan flavour, even if it will only come as far as a sketch.

In my opinion, more companies should do this. I know many like to create wild and varied concepts for shows, which is nice. However, they should think out of the box, go a little wild and keep their imaginations sharp and fresh, then maybe we wouldn't be faced with the sea of bland ubiquity that fills the roads today.

Anyway, I look forward to more ideas in the series. Also, if you could pass it on to Jon that I'd really like a limousine Morgan with a landing pad on the back for a Morgan helicopter, that'd be great. Now, I really must get back to being an adult rather than being in child-like state of mind thanks to Jon's doodles!

Warren Hills, via email

THE GREAT DEBATE

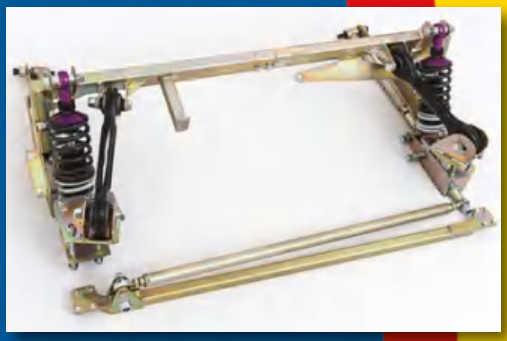
THE BIG QUESTION: This month's star letter is a belter, isn't it? We think James is really onto something when it comes to his thoughts about racing old cars, but hey, that's just us. So, we put it to you: should classic cars still be raced, or should they live a still life of quiet and gentle solitude? Is there one car you'd make an exception for? Is there a car that's currently hidden away that you'd love to see make a triumphant return? We want to hear your thoughts, so get in touch via editor@mogmag.co.uk

If you have any news, views or ideas you'd like to see covered in MOG, we'd love to hear from you.

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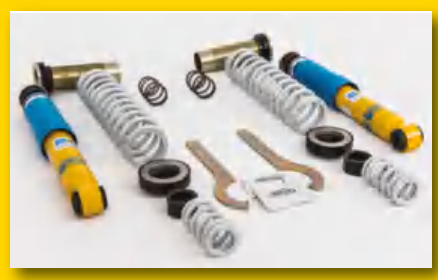
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NEWS BITES

Issue Forty Five – December 2015

MOGS AND ROCKERS





You probably don't know who Kun Yang is, unless, of course, you live in China. You see, he's a bit of a mega-star over there, boasting a successful singing and acting career, as well as being one of the coaches on the Chinese version of The Voice. A man with influence, you might say.

It's influence that's benefitting Morgan, as it happens. The appeal of the stereotypical motoring exotica that normally attracts the rich and famous is lost on Kun Yang – he's a Morgan man through and through.

Having owned a 2007 Roadster, Kun has definitely earned his stripes as a Morgan fanatic. Recently, however, he's gone for an upgrade, this time to a stunning Nightfire Red and stainless Plus 8. It's more than just a paint job though, as the custom interior, switches and side-mounted 'KUN' badges highlight.

It just goes to show the appeal of the Morgan brand and how important it is to people all over the world. Plus, as demonstrated here, the level of customisation available to buyers ensures that should they choose, their Morgan will be like no other. As such, we're pretty sure the roads of China will have rarely played host to a car quite like this!



STYLE ICON

The Morgan brand is one that is synonymous with effortless style and sophistication, something the cars often demonstrate via the company they keep. As such, it's no surprise that Morgan was recently invited to the fashionable Bicester Village recently, displaying a classic Plus 4 at the venue for a full 10 days.

Surrounded by the likes of Gucci and Hugo Boss, the Plus 4 effortlessly held its own, even outshining the surrounding brands on a regular basis, care of the crowds of keen observers it was regularly gathering. It just goes to show that you don't need to be a Milan resident to be a style icon, you can also be a Malvern motor!



SPECIAL DELIVERY



Owning a unique, classic car is an affair that has to be filled with as much love and appreciation for the maintenance side of things as there is for the actual car itself. Older and rarer cars have to live their lives as no stranger to the occasional spot of tinkering.

That's a reasonable outlook on paper, but the reality is that life is hectic and sometimes it can be hard to fit these things in. Heck, it can be a nightmare just getting the car to a garage, let alone actually doing any work to it.

Worry not though, because now car restoration and maintaining heroes, Classic Motor Cars, has launched a concierge service for your motor. Yup, for a fee they will collect your beloved vehicle and safely transport it to their facility in Bridgnorth in their covered trailer. Once at the brand new, 24,000sq ft facility, the highly trained staff will happily carry out whatever work you wish, be it a light pre-summer freshen up or a full, body-off restoration.

If your machine is of a racing sort, they'll be able to work on that, too, even testing it before you use it in anger – talk about utter peace of mind!

Managing Director of CMC, Nick Goldthorp, said: "As a world-class company with a tremendous reputation for quality, our Car Concierge Service means we can assist caring owners with little time on their hands with a wide range of coordinated services covering all aspects of classic car ownership."

If that sounds like something that would of benefit to you, your Morgan or whatever else you may have in the garage, just head over to www.classic-motor-cars.co.uk.

CLASSIC ATTRACTION



Never one to miss, 2016's Silverstone Classic looks set to improve on what was undoubtedly an amazing event in 2015. The three-day festival, which will be held over 29th to the 31st of July, 2016, will build on the success of the 2015 Jubilee outing for the world-famous gathering.

The packed race programme will again comprise all of Europe's premier retro racing series including ever-popular grids for the FIA Masters Historic Formula 1 Championship, Super Touring and Pre '66 GTs. Added to these, established fan-favourites will be a very special Can-Am showdown to mark 50 years since the birth of the legendary North American-based sportscar championship back in 1966.

There is more action yet to be announced, too, proving that there will be something for everyone. Add into this a mass of car clubs from around the globe, live music and dazzling track parades and you've got all the ingredients for a phenomenal event.

"With Status Quo topping the bill and so much happening both on and off the famous Grand Prix circuit, our stunning Silver Jubilee will be a hard act to follow," admitted Nick Wigley, Event Director. "Every year, however, the Silverstone Classic just gets bigger and better, and next July we will raise the bar again. This really should be the first date you put in your new 2016 diaries!"

Tickets will be available in the coming weeks, with discounts for those who get in early. For more information and to arrange your attendance, visit www.SilverstoneClassic.com.

GETTING IN A JUMBLE

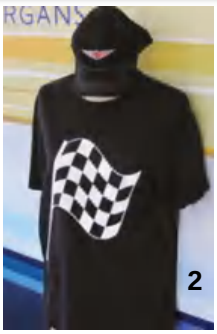
Get your wallets at the ready, because the team behind the mammoth Beaulieu Autojumble has released the dates for the 2016 rendition. Those of you who love a rummage through a sale will be happy to hear that the 3rd and 4th of September are the days to mark on your 2016 calendar – giving you plenty of time to save the pennies for the automotive treasure you're bound to uncover.

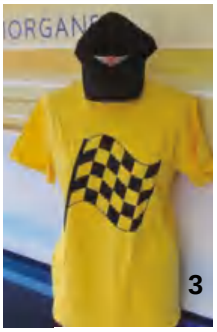
The 2016 event will be the 50th anniversary, so it's sure to bring out even more traders and sellers from around Europe, a great many of whom will no doubt be offering some rare and exciting parts and pieces. With a record attendance expected, 2016 should be a stormer. Bring your comfy shoes though, because while the event started out with just 67 stands, it now boasts over 2,400 spread over 25 acres!

For more information, or if you'd like to have a stand of your own, head over to www.interntionalautojumble.co.uk.




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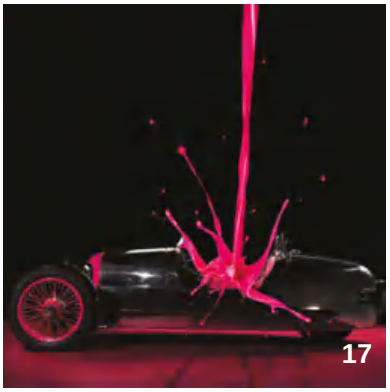
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18

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VX59 ERU

LIVE AND LET DRIVE

James Bond, for some unknown reason, has never driven a Morgan. Here at MOG, that set us to thinking – what would it be like if he did? We grabbed an Aeromax and plotted a course of some Bond landmarks and found out…



WORDS *by* CHRIS POLLITT

PHOTOGRAPHY *by* BRUCE HOLDER





First of all, we're sorry. You've got the James Bond theme tune running through your head now, haven't you? That's our doing, but it's okay because it's most befitting.

While recently discussing the release of the new Bond flick, Spectre, we at MOG towers found the conversation turning to that of the cars Bond has driven over the years. We've had the greats, such as the DB5, the Lotus Esprit and so on. There were the 'fun' ones, such as the Renault 11 that got chopped in half, or the yellow Citroen 2CV that was taken off-roading by Roger Moore. Then of course, we have the tragic errors in judgement by the production team, cars like the BMW Z3 for example. Bond, in a Z3 … what were they thinking?

After getting over being offended by BMWs, we naturally started to ponder over why Bond has never driven a Morgan? Surely it's the perfect car? It's slick, it's fast, it's British from bumper to bumper and with its handmade credentials, it would have been a doddle for Q to work with the team at Pickersleigh Road in the name of fitting a bevvy of exciting gadgets.

"We naturally started to ponder over why Bond has never driven a Morgan? Surely it's the perfect car? It's slick, it's fast, it's British from bumper to bumper and with handmade credentials"

Much as we loved the fantasy of Bond outrunning baddies in their stereotypical black saloons, swerving violently along a sheer mountain pass in a hail of gunfire with the soundtrack of screeching tyres and revving engines, we had to accept the reality that it's a scenario never to happen with a Morgan. So, with a resigned sigh, we went back about our business. Until, that is, we decided to see what MOG could to do bring the Bond/Morgan fantasy to life, just a little bit.

It's no secret that old James is a bit of a jetsetter, but even so, his heart lies with Queen and country. He's proud to be British, and as such, there are many backdrops throughout the chronicles of Bond that are seated firmly on British soil. With that in mind, we drew up a list and with it we would put Morgan on the Bond map. The only thing we needed, of course, was an actual Morgan to display in front of those aforementioned locales.

We looked first at the Plus 4. It's a solid all-rounder, it's got an element of pace when it's needed, and it's undeniably classy. However, it doesn't quite have the same sense of occasion as other Bond vehicles, and that's a quality we needed.

The 3 Wheeler was a strong, strong contender at first. British engineering, it's mad as a box of frogs, it's noisy, fast, and with the complete lack of roof, it has lots of room for James to wave his Walther around. It really is the >

perfect Bond vehicle, but only in a crisis, in a chase, when peril is afoot. It's not the right car for Bond to be trundling along in while trying to woo Vesper Lynd – she'd get flies in her teeth.

There's only one logical choice from Morgan's offerings, and that's a V8 car. Offering both stealthy subtlety along with breakneck speed and power when required, a V8 Morgan is all things to all Bonds. An Aero Coupe is the automotive embodiment of drama while maintaining charm, but even so, that wouldn't do. What would do, what would be perfect thanks to both its effortless style and brutish power, was the Aeromax. Luckily for MOG, there was one at the factory with the keys still in the ignition. We grabbed a photographer and in a roar of deep BMW V8 tones, we headed for the Capital.

The first venue would be the most private, but arguably most stunning of the day – Stoke Park Country Club, Spa and Hotel. A magnificent building created in 1788 by architect James Wyatt, it was originally a private home. However, in 1908 it became the resort it is today, growing facilities over the years to include rooms, a spa, tennis courts and a gym. However, the gentlemanly pursuit of golf is what truly puts Stoke Park on the map. It's also what put it on the James Bond radar care of the tense golfing battle between Bond (Sean Connery) and Auric Goldfinger (Gert Fröbe), culminating on the 18th hole, right in front of the main building.

Goldfinger wasn't the only time the estate featured in a Bond film. It also made a brief appearance in Tomorrow Never Dies, once again cementing its place as a Bond favourite. The links don't stop there, either. Stoke Park has also aided in the filming of another, some would say the greatest, Bond, albeit before the actor took the role. Yes, if it seems familiar, that's because it was also in Layer Cake, starring Daniel Craig – this place really does have some Bond-based kudos!

Strangely enough, Sean Connery wasn't available to stand in for us, so instead (and care of the wonderfully helpful Nick – Stoke Park's PR man) we opted to drop the Aeromax on the rough just behind the 18th hole. As you can see, it fits right in, leaving us to imagine what could have been, had Bond sunk that last ball before heading for the horizon leaving behind nothing but the throaty roar of a V8. >





Image: Stoke Park.

"Offering both stealthy subtlety along with breakneck speed and power when required, a V8 Morgan is all things to all Bonds"



We decided to hotfoot it before we were painted gold, or shot at. Our next destination would be factual rather than fictional – we were heading to the home of the Bond franchise, also known as Pinewood Studios. It took some spy-like manoeuvring to get the shot, dodging traffic and trying not to spook security, but in true Bond fashion, we accomplished our mission before heading into the Capital. Sadly we couldn't get in to have a look at the famous Bond studio, built in 1967 for *The Spy Who Loved Me*. That's okay though, as Bond has no time for sightseeing – we were on a mission!

"Our next destination would be factual rather than fictional – we were heading to the home of the Bond franchise, also known as Pinewood Studios"

Prowling into the Capital in the Aeromax, we begin to further consider our feelings about it being a more than suitable car for he who likes things shaken, not stirred. There's a sense of occasion, people stop in their tracks and look at it, faces agog with wonderment and fascination. Not many know what it is, but what they do know, is that it's special. It's important. And, most importantly of all for anything Bond gets the keys to, it's cool. Something that becomes even more evident when we park up outside Les Ambassadeurs Club, the place where Bond kicked back for a Martini and a gamble in the ionic Dr. No. >






PINEWOOD STUDIOS


Les Ambassadeurs Casino
賭场
VX59 ERU



There's no time for cards today though, so with a few shots grabbed, it's once again time to distract the London populace with our rare Morgan. As anticipated, the cameras and camera phones came out en masse. The Aeromax, while elegant in its proportions and audibly restrained during its slow meander through London, is still an attention-grabber. At one point we even see a black Aston Martin DBS approach. It's the very same car as driven in the opening chase of *Quantum of Solace*, but in the company of the Morgan it may as well be a Ford Cortina – nobody bats an eyelid. As we pull into the tight courtyard frontage of the Dukes Hotel – the place Bond creator Ian Fleming used to frequent, and also the supposed inspiration for the 'shaken, not stirred' line – we can't help but ponder as to whether or not James would prefer more subtlety?

Subtlety was something needed in a big way when it came to the penultimate destination on our list of Bond's London landmarks. As we loitered, V8 burbling, outside the Old War Office Building in Whitehall, we couldn't help notice we'd earned the attention of the armed officers patrolling the perimeter. Like Bond though, we wouldn't be deterred – it was our mission to get a shot of the Aeromax outside the building used as MI6 headquarters in *Octopussy*, *View To A Kill* and *Licence to Kill*, and get a shot we did. All without actually getting shot, which was something of a result.

"There's no way James could do anything stealthy in this car, just no way at all. He'd be all over Instagram and Twitter"

As we approached the Thames, passing Big Ben and the Houses of Parliament in the process, we were once again reminded of the Morgan's impressive ability to draw a crowd. There's no way James could do anything stealthy in this car, just no way at all. He'd be all over Instagram and Twitter before he'd got to the James of "Bond, James Bond". >



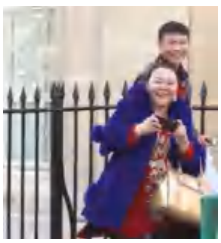
With our anonymity declining at a rapid rate, it was time to make a break from the Capital and return the Aeromax to Wood Division back in Malvern. Our mission had been simple in premise, but near impossible to execute in a style any of the Bonds would have been satisfied with.

There have been many films made where the car has been the star, too. The Bond franchise is very much a perfect representation of that, with the Astons, BMWs and event the Mercedes saloons and the like that have become vehicular synonyms for global baddies. The thing is though, all those cars have made way gracefully for the actor, they have known their role in the film and they've stuck to it accordingly.

"As we drive over Vauxhall Bridge with the Secret Intelligence Service building in our rear-view mirror, we can't help but think that the Morgan Aeromax is a celebrity in its own right"

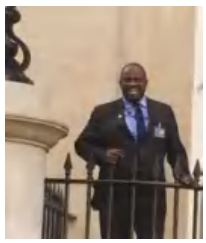
As we drive over Vauxhall Bridge with the Secret Intelligence Service building in our rear-view mirror, we can't help but think that the Morgan Aeromax is a celebrity in its own right. It garners a spectrum of attention that transcends age and gender, it's a spectacle no matter what your thoughts on cars may be. It's not subtle, it's not discreet and it's never going to be happy to play second fiddle to some bloke in a dinner jacket who keeps sleeping with exotic ladies while drinking far too much. It's not even that it wants to be centre stage. It just is!

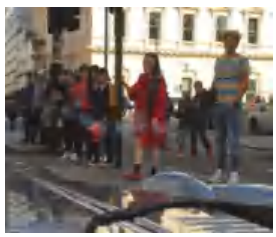
So, in conclusion then, after placing this iconic car in front of a selection of iconic locations, could it be Bond's wheels? Should we write a letter to the producers of Bond 25 and insist they use a Morgan? No, we think not. Bond is a force to be reckoned with, a man on a mission with a licence to kill. He needs something to work with him, not eclipse him, which is what the Morgan would do effortlessly. The Morgan is a star in its own right, and that is always going to be the case. **MOG**



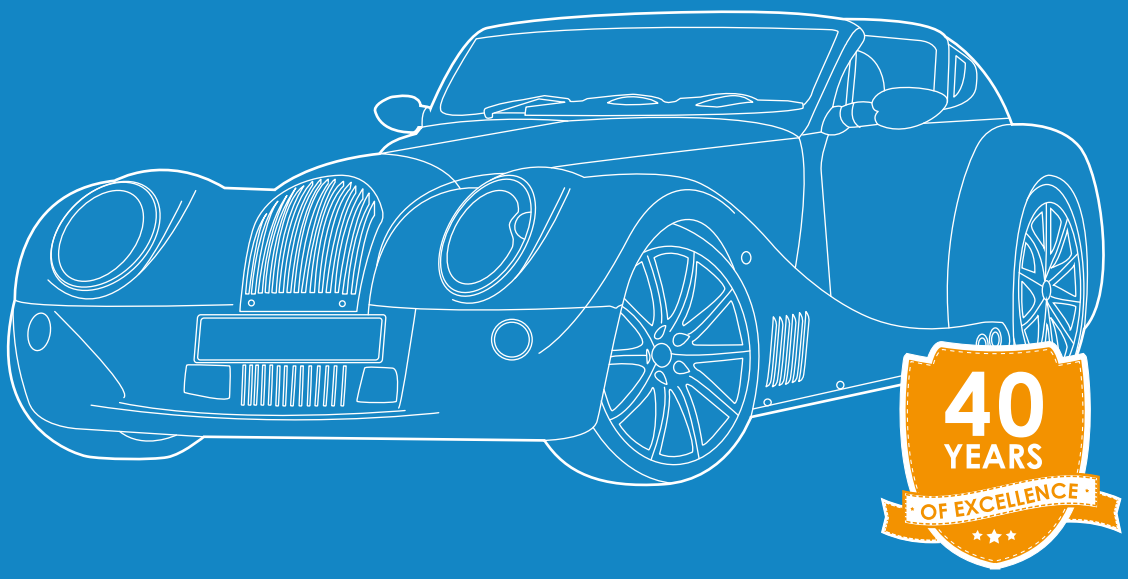



Spotted The AeroMax proved to be a celebrity in its own right amongst London's passers-by.



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Anthony Barrel & Lisa Whatmough



FASHION FUSION

Functionality may be at the heart of a Morgan, but they've always had an undeniable style that no other car can quite capture – an association with the golden age of motoring, glamour and fashion. In recognition of such, Morgan has worked with a range of other British pioneers of fashion. In their latest collaboration, this eclectic, but brilliantly bright 3 Wheeler was born.

Morgan's 3 Wheeler is something of a blank canvas for its owners. From the factory you can customise nearly every aspect of the car, not to mention the wealth of aftermarket accessories and tuning options. But it's not only individuals who have jumped at the chance to create something bespoke, companies have seen it as a great opportunity, too.

Special edition 3 Wheelers aren't new, and neither are special editions aligned with fashion brands – many will be familiar with the Superdry cars and Thomas Pink Plus 4. However, no company so far has embodied the spirit and bold style of Squint Ltd.

Squint is a company that produces bright and colourful upholstered furniture, including sofas, chairs, lamps, desks and many more things. The brainchild of Lisa Whatmough, the Squint style is something of a modern take on patchwork. Seemingly random materials brought together in a way that makes a strange sort of sense.

Although there may not seem to be much of a correlation between a 3 Wheeler and Squint style, there is a chronological link. Patchwork itself actually dates back to the Egyptian times, but the traditional sort we recognise became popular in the early 20th century, the 1920s-1930s, in the same period the Morgan three-wheelers of old rolled off the production line. >

Of course, it's a bit of a stretch, but the connection's there. This isn't traditional patchwork, and this isn't a classic three-wheeler, but they are both modern updates on a classic design of the same period.

So, how did the Squint Morgan collaboration come about? It came in the form of London Morgan's owner Anthony Barrell, who knew Lisa through having purchased her art. Anthony and Lisa began talking, and the idea grew and grew.

Anthony, thrilled to work with Lisa on the project, and a fan of her work, did have some doubts about how the finished car would look. "When Lisa originally showed me the fabrics I couldn't see how it would work, but she said to trust her, so I did, and I turned out really well."

It certainly did. But seeing the fabrics in isolation threw most early onlookers. We were at the factory during the early stages and admittedly struggled to see the final vision, but for Lisa it was clear in her mind.

All became much clearer for us when we had a look at her finished designs. Quirky, individual and eclectic, there is certainly some common ground with Morgan here! Entering Lisa's studio is a brilliant experience. From the grey streets of London into her light and bright studio, it's like the world becomes Technicolor.



"Quirky, individual and eclectic, there is certainly some common ground with Morgan"



Busy patterns wrapped around all sorts of furniture and odd objects: a rocking horse, a chest of drawers, a lampshade and even a chandelier. There's nothing definite, mathematical or clinical here, it's a room filled with pure expression.

The top floor is light and airy, and down the spiral staircase – also clad in bright colours – is a cosy industrial-esque room with a comfy sofa and small courtyard. It's like every part of her studio, even the odd wedge shape of it, refuses to be linear or uniform.

Lisa, using her skillset, created what she had in mind for the seats of the Morgan and visited the Morgan factory with Anthony. The first step was to find out if it could be possible for the workforce in the factory to use her fabric.

In the trim department, Lisa discussed which fabrics will work, and which wouldn't. Some were too thick, others too thin, but on the whole, with a few small alterations, the team could cater for her design.

"Won't the seat get wet?" was a query raised by the Morgan staff. "These are waterproof fabrics," Lisa explained. Demonstrating how this isn't just an 'art car', it's a 3 Wheeler that can be used.

"It's amazing," Anthony tells us. "I was concerned about the durability of the fabric, too, but she placed it in front of me and chucked water all over it. It's definitely waterproof."



The fabrics chosen, range from delicate floral patterns to solid metallic neoprene. Discussions about how the centre console would be wrapped, and other details such as the trim around the floor mats continued as Jon Wells, Head of Design at Morgan, took interest.

"It's a great opportunity to align our brand with another British company. I think they work perfectly together, especially with the 3 Wheeler's eclectic style," Jon muses.

It wasn't just the seats, however, that received some customising. You'll notice Lisa had the headlights, indicators and roll hoops 'flocked'. Flocking is a process where small fibre particles (called flock) are deposited onto a surface, creating an almost velvet-like effect, and can be applied to very complex shapes relatively easily.

With all the bright fabrics, the car itself is the exact opposite. "The contrast works well," Anthony explains. "We thought if we're going bright on the interior, which needs to be the focal point, the exterior would work best in black."

Indeed, the interior pops out against the gloss black, and even more so against the matte black flocked parts. A combination of in-your-face art and subtle touches was part of the design that Anthony enjoys, "As you walk around the car, you'll look at the interior first and then notice the little touches – it continues to surprise you." >

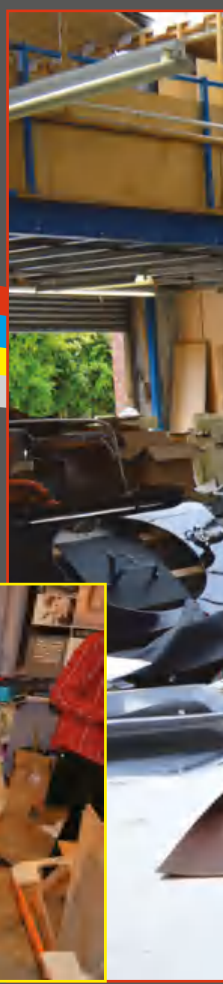
For the rear of the car, Lisa decided she'd like to include some custom luggage, for which she asked Sarah Williams, who makes bespoke suitcases and travel bags, to create something truly unique for the 3 Wheeler.

Sarah makes all of her products by hand and will cater for almost any brief – for one client she created a special scientific briefcase with holders for test tubes and other equipment.

As many will know, the boot of a 3 Wheeler has the intrusion of the back wheel and leaves little space to be creative with. After some deliberation about perhaps creating segmented bags for the rear, it was obvious it wouldn't be very practical – and it would be hidden from view. The solution on hand was the inclusion of a luggage rack mounted on the back, for which Sarah used to mount her bespoke creation.

The result is a beautiful neoprene-clad case that matches the shape of the rack perfectly. Sarah created a thin case, so as not to block vision over the back, and it's made with





waterproof fabric to withstand the elements. Honestly, it's an ingenious piece of work we could see catching on – perfect for storing folded clothes for a weekend away.

To reveal the 3 Wheeler as part of the London Design Festival, Lisa held an opening ceremony at her studio where the Morgan sat proudly at the entrance. Morgan attended and part-built another 3 Wheeler in the studio. Prosecco flowed and Londoners mingled as the craftsmen from Malvern built an ash frame and placed it on a chassis.

Now, we thought this might be a one-off, but that's not necessarily the case. "We've sold this one already!" Lisa informs us. "We'll certainly do more if the demand is there."

The reaction to the Squint 3 Wheeler was overwhelmingly positive. Although we're sure it will split opinion, it expresses all the qualities of Morgan and of the 3 Wheeler brand. It's unique, it demands attention and it's more than just a little bit outlandish! **MOG**

"It's an ingenious piece of work we could see catching on"



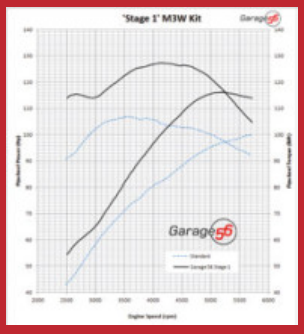






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THE PLUS OAR

Last month Jon Wells, Head Designer at Morgan, was approached by MOG magazine to ask if he was interested in designing a series of concept vehicles (vehicle types that were unlikely to be produced by the marque), that utilise Morgan's design attitudes and approach. He kick started this series with a sketch or two for a Morgan 4x4 in light of Jaguar and Bentley's recent offerings in this segment. This month he aims to explore the boundaries of Morgan design philosophy further still and reports first hand on his attempts to make some real 'waves'...

So, how to make a non-automotive, sea-bound vessel immediately recognisable as an MMC product? This was a fascinating and relevant exercise for me. We have often explored whether a Morgan car would still retain its identity without the running boards. In Morgan's past, vehicles such as the Plus 4 Plus and SLR have achieved just this. I think that the reality is that there are so many unique attributes of the Morgan marque that when applied to different forms they can still justifiably wear the famous wings logo.

The construction, the materials, the people, the history, the classic styling cues, the performance, the proportion and the unique driving experience make a Morgan a Morgan. It is the latter two that I found myself most transfixed with on this project.

Shape and form were going to be key and this was my starting point. I knew immediately that I wanted the occupants to be rearward seated looking across a long bonnet /deck. This lends itself nicely to 'powerboat'-like stance – however, surely if Morgan did a boat it would have to be a more traditional sail boat? With this decision uncertain, I began with many thumbnail sketches. Any 'blank canvas' design starts like this for me. This stage in the process enables ideas to flow freely; a series of quick sketches explore different feature lines, proportions and details and identify what works. It was here that I found that the 'running board' graphic was organically reappearing. Much like it did in the Eva GT concept vehicle penned in 2011, albeit less broken and running throughout the length of the hull.



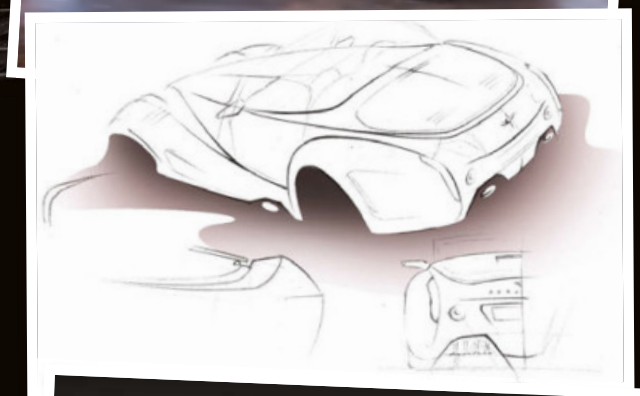
Whilst I drew, I also found myself repeating design cues found in the recent Aero 8. Boats and yachts provide a certain impression of 'escapism'. In fact, it was the lines of a boat deck from above that inspired the continuous shoulder line, bonnet and boot lid graphic of the open- top Aero.

Having identified a 'floating' top panel graphic and proportion I liked, I began to imagine some details of the concept and wrote myself a specification; I wanted this concept to be a two seater, centred on a dynamic driving* (*do you 'drive' boats?!) position. The proportions should border on ludicrous to add the same static drama any Morgan has. Whilst removing iconic exterior features such as running boards, I felt it was important that the 'cowl' graphic remained. This train of thought led to the design of my dual-hull nose. Any Morgan driver will tell you how nice it is to know exactly where your front wheels are under the raised wings ahead of you. I wanted to introduce the same 'front-end confidence' in the body of the boat. I am a keen water sports fanatic myself and selfishly wanted to ensure the 'Plus Oar' featured an optional ski deck on the rear!

The brief for construction was simple: coach built. Like a Morgan! A light ash wooden frame would hang the lightweight aluminium panels. These would be super-formed for optimal panel thickness, sharp Aero + fluid dynamic crease lines, and sculptural drama. As with any Morgan, the wood should not just be structural. Inspired by my love of the Riva Aquamarine >











speed boat, an ash wood deck with walnut inlay would surround the occupants and ski deck. (Exposed rivets, a leather interior from our new waterproof range) and wooden trim as standard.

But how to propel the Plus Oar?! I had an inkling from the start that a Morgan boat should really have traditional sails. When I was growing up, my grandfather, who himself was an engineer, had several paintings of Chinese 'junk ships' in his house. I can always remember being amazed by the unique aesthetic provided by their elaborate sails. In the paintings, sunset light poured beautifully through their thin sheeted sails as they sat ornately in the bays below a mountainous coastline. To this day, when I see a Morgan on the road it stands out so abruptly against the surrounding landscape of generic modern cars. I saw an opportunity in the raised sails of this boat to ensure it took presence in any harbour port.

The Driver / captain takes a relaxed, legs-forward seating position in the 'Plus Oar'... as you would expect. A classic Motalita steering wheel takes the rudder duties whilst a highly mechanical interface remains with several levers operating the pulleys and ropes, which leave the boat's body behind the cockpit, and operates the sails.

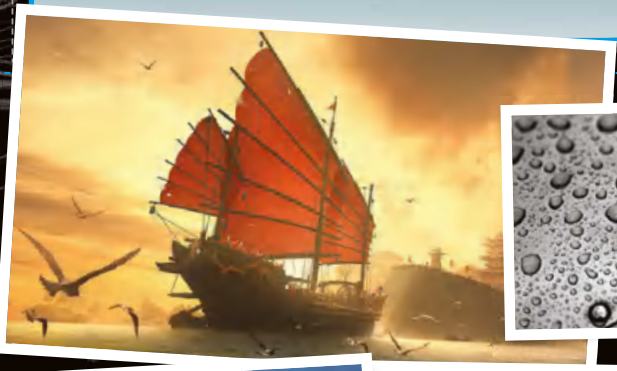
But what if there is no wind? A supporting S&S X-wedge twin engine, of course! Borrowed straight from a 3 Wheeler! The evocative bulging twin with side-mounted exhaust apertures sit perfectly on the rear of the Plus Oar. You can almost hear it thumping across the Pacific!

I borrowed a few more 3 Wheeler details: twin fly screens attempt to protect the occupants from water spray whilst military grade switch gear ensures all electrics work as they should. I've heard that, supposedly, the odd Morgan roof has leaked in the past. I can neither confirm nor deny, but no such problem here. Only a simple tonneau cover is provided. Although rear engined, a louvered bonnet was another Morgan must-have, providing ventilation to the small below-deck sleeping quarters. Leather bonnet straps secure the access hatch.

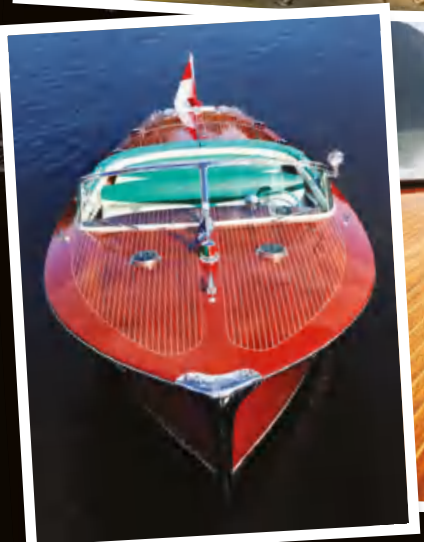
I went for a rather nautical theme: blue and white two tone. Whilst the customer can choose whatever they wish specification wise, I'd promote the top deck remaining polished silver to help the boat blend in with the blue sky above and water beneath.

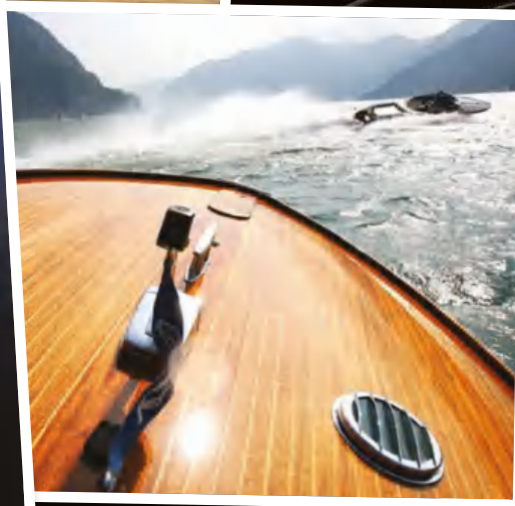
I rather enjoyed this one. MOG







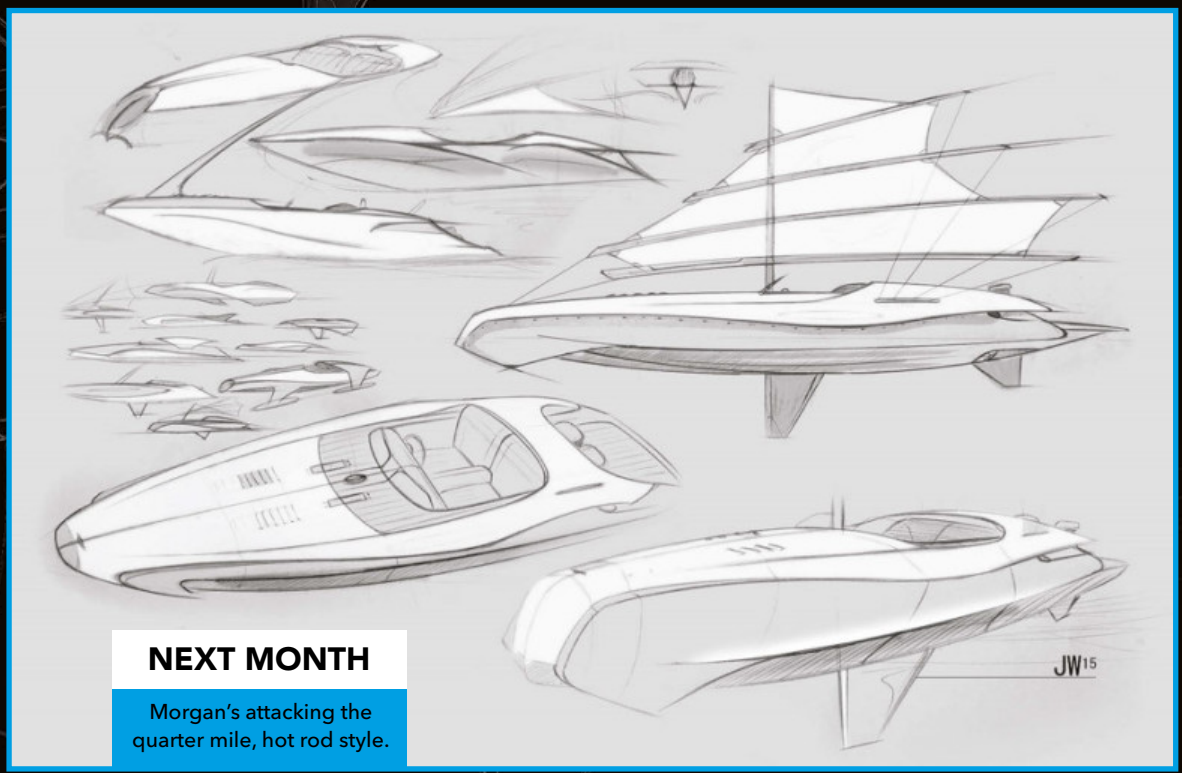






"The proportions should border on ludicrous to add the same static drama any Morgan has"

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Taking a new car from sketch to street

With the new Aero 8 rapidly approaching the production line, the factory is gearing up and making way for another car to be built. But just what does that entail? MOG spoke to Mark Reeves, Morgan's Research and Development Manager, to find out...

Drawing a car and deciding upon its looks, its specification and colour is one thing. Turning all of that into a production reality, however, is quite another. There are new processes to be learned, new approaches to building to be adopted and with it all, fresh challenges to overcome.

The physical building of any car, especially a Morgan, is a hugely difficult task, but it's one that can be made easier via careful planning and via the implementation of new methods, processes and systems. It's down to Mark Reeves to decide what needs to be done to bring the new Aero 8 from being on paper to an on-the-road reality, so we sat down with him to find out exactly what's involved.

Mark, quite simply, once a design has been signed off, where on earth do you start when it comes to planning its production?

Well, to get to this point of course means that we've built a pre-production car – the same car on which the build-process will be modelled. It's been driven, we know it works and most importantly of all in terms of translating that into a physical build, we know it like the back of our hands – mainly because we've taken it apart lots during its time as a development/pre-production vehicle.

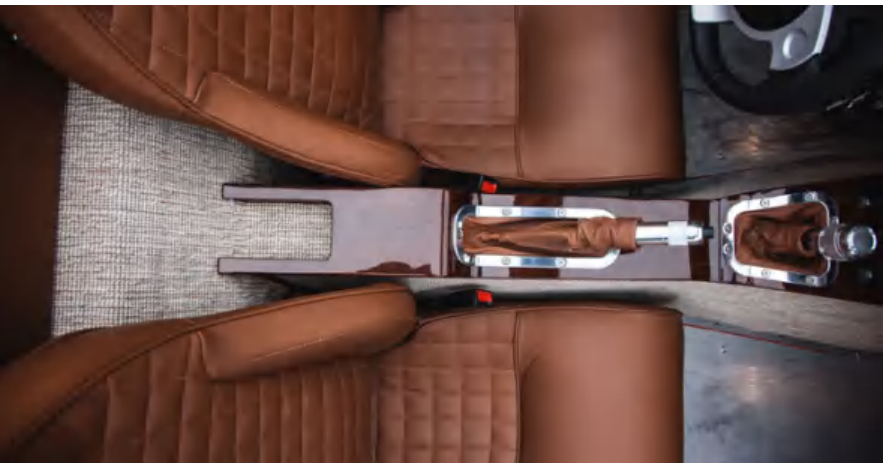
From the data gathered through this car, we can start to formulate a plan of action based around what will be required to build the car. This means looking at the car and deciding what we can already do with our existing tooling, and what we need to evolve and adapt in order to produce.

The first point where all this comes into play is the 'delete list'. This is a list of the car's elements that we work through to see what needs to be changed for a new component, what we can do away with completely and what we don't need to change.

How much of the process is completely new, and how much will be created using existing elements?

With Morgan, there's a greater chance something will become an evolution – in terms of a process – than being something brand new. After all, we're always building on what we've achieved in the past. In nearly 23 years of being here, the only time I've known of a completely new vehicle has been the 3 Wheeler. In a way, that's actually an easier way to build a car, as you have to use new ideas and new processes.

In terms of the Aero 8, we already >



had so much information from previous cars that use the Aero platform. You might think that would be a good thing, but in reality you're having to work through a mass of information to look at various aspects, rather than building up from scratch to suit your needs. The 'delete list', for example, is a much more exhaustive aspect of the Aero 8's build, because you have to go in and identify individual parts and assess their eligibility, as it were, for the new car.

A solid case in point on the new Aero 8 is the front suspension. This used to be an inboard damper affair, but now it's changing to outboard coilovers with double wishbones. We have to look at all that, the changes to the way it's made and then, of course, we have to look at the sequence the car is made in. Does the different suspension mean the steering rack has to be fitted at a different point of the build, for example, or will it stay the same?

What's the most challenging aspect to consider?

Honestly, it would have to be translating what we've learned to the staff on the shop floor. We have to work hard to remember that we have been living and breathing this car for 12 months – it's all second nature to us, it's been the basis of our work every day. The guys on the shop floor don't know anything about it, so it's all new information to them. We have to remember that, as it makes for a difficult working relationship if we keep telling them things as if they were as familiar as us. It's about balance and understanding, which in turn makes for a better flow of work.

To overcome that, I've been spending a great deal of time on the shop floor with the guys and the girls, going through the build with actual cars, instructing how it's to be done, what the changes are and addressing any issues. It's good for them, but it's also good for us a design department, too. The fresh eyes of the shop floor staff can often help us see issues that otherwise may have gone unnoticed.

Were there any elements of planning the Aero 8's production that came easier than expected?

Yes, with the new Aero, we took the decision to build a lot more components in-house. The suspension has been completely updated, and now all of those components are made in-house. When I first started here, that was very much the norm but over the years, that has changed and now more stuff is bought in. As such, the build of the new Aero is somewhat going full-circle, as we're bringing back more Morgan-made components.

In terms of the suspension, it's meant new jigging tools and more work on the shop floor in terms of people putting them all together in sub-assembly. It's a great thing, because now there is even more pride in what's being fitted – it's not just a part that's been delivered and is now being fitted, it's something that's part of the build process within the factory walls.

The staff here took well to that, so it made the process a lot easier and on the whole, a lot more satisfying. That's a great thing when, on paper at least, it's something that could have been a real challenge.

How long to does it take to finalise everything?

It varies from element to element. Obviously some things need a great deal of time and frankly, you'd expect that. For example, there are parts of the suspension that have taken 12 months to develop, which is good, because in the real world, you'd probably be a little concerned if someone came up to you after two months with a finished and finalised suspension part! These things not only need to be physically built, they need to be tested and confirmed as being fit for purpose, too, and all that takes time. So really, nothing has a definite time on it, it's simply finished when we are happy that the element in question can perform as we want it to.

Has the proposed build process thrown up any issues in terms of required changes to the design?

Not issues as such, no. It's actually worked in our favour, allowing us to see potential issues before they become big problems. Little things, like being able to identify where a washer should go that otherwise might have been missed, for example.

Then there are the bigger things. For example, when the chassis were coming in, the rear wheels were displaying negative camber (where the top of the wheels stick out) because there was no weight over them. This made it a nightmare to fit the wings, as we want them to line up with the bodywork perfectly. Through seeing this issue though, we now build the chassis with a turn taken out of the suspension so they sit right for the bodywork staff. After they've done their thing, we can adjust it back – simple.

The whole process has been a learning curve, but it's one we have embraced and used to our advantage – one we've made our own, rather than allowing it to be something that could slow us down. But that's what we do here at Morgan, we roll with the changes and work through problems. **MOG**

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NEW - Plus 4, 4 Seater, Aston Martin Quantum Silver, extensive spec, £51,250
NEW - Plus 4 , Jaguar Opalescent Silver blue, extensive Spec, £47,500
PRE-OWNED - 2013 Baby doll Plus 4, 1600 miles, blue £49,950
PRE-OWNED - 2013 Roadster V6, 7614 miles, Caledonian blue £42,500

OTHER MARQUES
Aston Martin V8 Vantage 2010 Tungsten Silver Metallic 35' 450miles, FASH £53,995
Bentley Continental GTC Convertible, 2008, Silver Tempest 35'430 miles, FBSH, £56,995
Jaguar XKR Supercharged, 2013, Stratus Grey, 12'313 miles , FJSH, £47,995
Porsche Cayman S, 2011, Guard Red gloss, 20'710 miles, FPSH £34,995
Maserati Quattroporte V8, 2010, Nero Black, 33'500miles, FMSH, £35995
Porsche Carrera 911 C2S Conv, 2011, White Gloss, 31'300 miles, FPSH, £53,995
Porsche Cayenne, Turbo Tiptronic S, 2010, Deep Black, 33'600 miles, FPSH, £53,995
Porsche Cayman GTS, 2014, Red, 6100 miles, FPSH, £60,995
Mercedes-Benz, C63 AMG Edition 125, 2012, Red, 14'000 miles, FMBSH, £35,995

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MORGAN

MORGAN 3

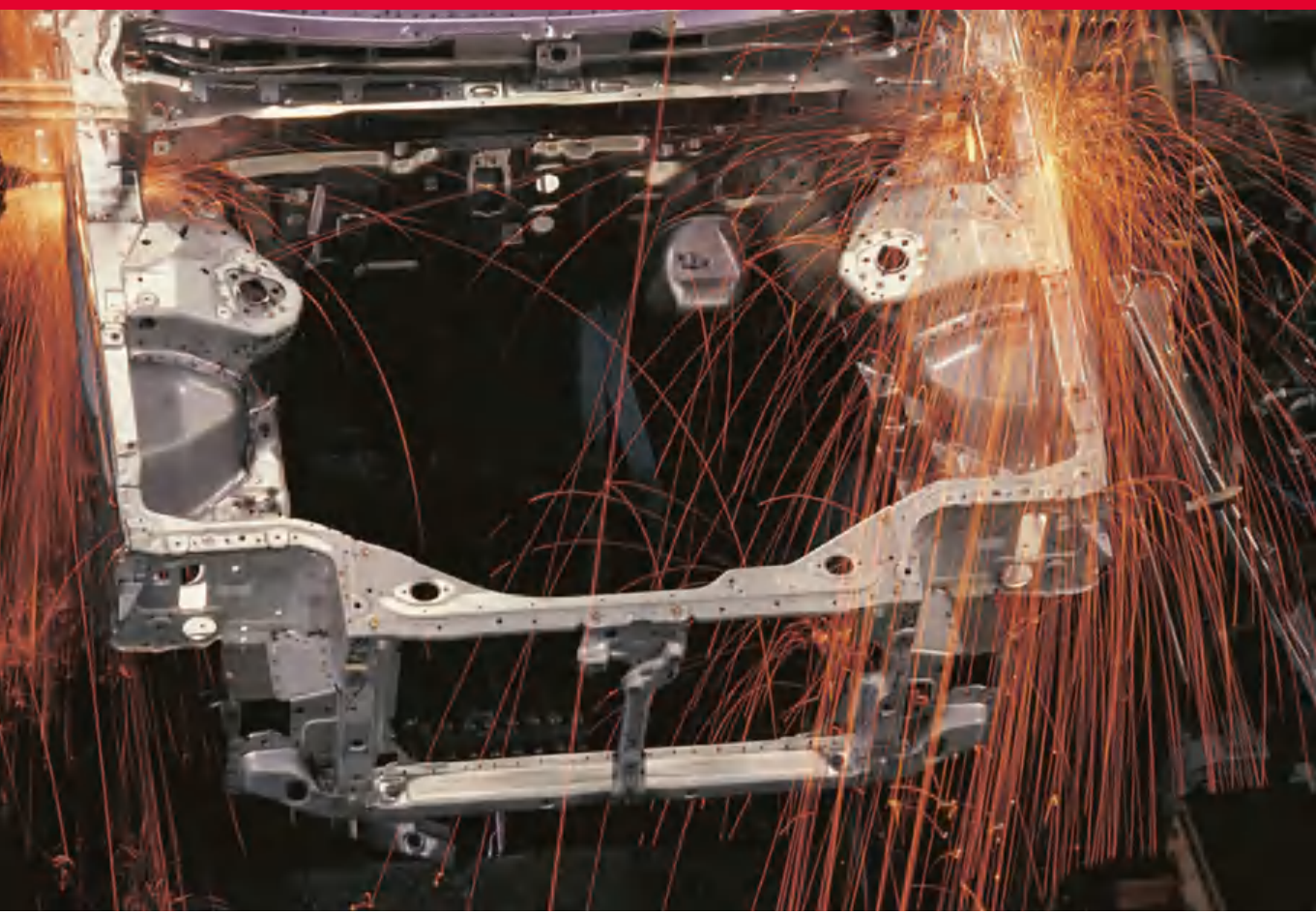
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Supply Heroes

IFS



Super Software Business Booster

Every business is much like the analogy of the duck – calm on the surface, but paddling manically underneath. In the modern age, Morgan relies upon good-quality hardware and software to keep everything running smoothly. IFS are a company who provide software to help Morgan keep track. MOG speaks with Paul Collier, PR Manager, at the business software company to find out more.

NAME OF COMPANY:
IFS

EMPLOYEES:
2,700

LOCATION:
HIGH WYCOMBE

LINK WITH MORGAN:
PROVIDES BUSINESS SOFTWARE

Tell us about your history

We were founded in 1983 as a result of three software engineers whose first customer was in Sweden (a national utilities provider). The initial IFS team formed such a close working relationship with their client that they pitched a tent on the grounds so they could be on site and close at hand to ensure all aspects of the installation worked properly, often working double shifts in the process.

Today we are a globally recognised for the supply of business software for enterprise resource planning (ERP), asset management (EAM), service management (ESM) and operational intelligence (EOI).

Present in 60 countries with over one million users, 2,700 employees and 2,400 customers worldwide, we specialise in developing innovative business software for target industries such as aerospace and defence, asset intensive, manufacturing, automotive, energy and utilities, construction and contracting, oil and gas, process manufacturing and service providers.

How did the relationship between IFS and Morgan come about?
In 2012, Morgan had recognised the need to invest in a software solution to assist their business now and in the future and had started to look into the options in the market place to do so.

At this time, the IFS team in the UK and Morgan established contact and started the discussion about the current business needs: it's future direction and how a product like IFS Applications and the company could assist Morgan in its continued growth and success.

Selecting, implementing and running a business software solution for any company is a strategic decision, and rightly so Morgan underwent a thorough review and decision-making process to ensure they had the best product and company for their particular needs.

How long have you been working with Morgan?
First discussions started in 2012. Software implementation started in 2014 and is continuing today. Initially, the scope of the project was focused around the Aero Racing division but on recognising the potential that IFS Applications Software had for the wider organisation, it expanded the implementation across the entire business.

What is it you help Morgan with?
Our software is being used across the entire business: R&D, production, sales and after sales service. This will enable Morgan to move from being a previously paper-based business process system to a dynamic, interlinked capability that will assist the entire team to communicate more effectively and ultimately make better informed decisions more quickly.

We've also been involved in sponsorship of GT racing, in which we've borrowed Morgans for photo shoots to promote our work within both road and race – the Morgan certainly added to the occasion!

What are the advantages of using your systems/products?
Ultimately the advantage of working with IFS lies in two areas: our product and our people. The product itself, IFS applications, is component based so that a customer can pick and choose elements that they need initially and add to the functionality as they and their business progress or grow according to their needs.

Our people and our approach is also key. Any business, no matter the size, implementing an ERP (Enterprise Resource Planning) system is making a strategic decision and ultimately in doing so will go through a period of change and development in order to resolve previous issues that it's identified as potentially restricting its own performance or releasing it's true potential in some manner. IFS and our customers will ultimately work very closely over a period of time in quite pressured situations to ensure the best outcome for both parties in deploying the software for the customers' benefit.

Why do you think your company and Morgan work well together?
Our values and approach are very similar. IFS considers itself and its customers to be an extended family in some ways. Our team members are all selected as experts in their individual fields of specialisation, as are the team members at Morgan.

IFS culture is borne of the Scandinavian way: simplicity, commitment and professionalism. Like Morgan, our goals are always centred >









around our customers' needs and we will go the extra mile to ensure that whatever's required happens – it's not just a job, it's a mindset.

Ultimately the two organisations' respective teams work very well together, there's a mutual respect and cooperation for joint benefit and results that have led to a successful start to what is becoming a true partnership.

Which other manufacturers do you provide services/products for?

Across the automotive sector we provide for several manufacturers and companies within the wider supply chain industries. Within the UK we work with AutoWindscreens, Wrightbus, Prodrive and the Mini Plant in Swindon.

Why do you think Morgan chose IFS over your competitors?

Essentially, the IFS team and their approach to understanding Morgan's requirements, as well as the nuances within their business that were important in any such implementation, were pivotal in the decision. And, of course, the product itself enables Morgan to improve their business processes and performance as a given.

What technologies and innovations do you use?

We use non-proprietary technology, built on open standards to ensure flexibility, agility and ease of use for our customers and partners.

We are also constantly innovating, be that leveraging cloud technologies, mobile capabilities or even wearable technologies to assist our customers.

What's the future for IFS? Any new products in the works?

We will continue to evolve and innovate our 'Applications' product as we demonstrated in this year's Applications 9 launch in May.

This development is an on-going process, typically based around functionality and usability, that all our customers can participate in through direct contact and interaction with our R&D teams to ensure we've the best solutions for their needs in the future. MOG

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The Automatic Solution

With the introduction of an auto Plus 4, we racked our brains trying to think of other auto Morgans in trad form. There aren't many! Of course, there's Jane Morgan's auto Plus 8, which now resides in the museum at the factory. Other than her retrofitted car, we weren't aware of another – until now. Marcus Fielder had his Plus 8 modified with an auto 'box, and it's now part of a rather exclusive club.

A move of necessity, rather than preference, this Mog unintentionally became part of this rare club. Although we've seen the modern Aeros roll out in auto form, other than Jane Morgan's Plus 8 Drophead, the trad Mogs have remained firmly manual until now. Marcus shares his story with us about how his Plus 8 did it before it was in vogue:

"It all started back when my wife, Jackie, and I bought a 1989 Burgundy and Silver Plus 8; unseen (but that's a different story!) on 26th June 2009.

"We used our Mog a lot attending Hopmog evenings twice a month every month, with myself driving and Jackie offering directions! We run our own small business and cannot take more than a couple of days off at a time. Consequently we go on numerous long weekends a year.

"It was then we found out about Le Mans Classic. This immediately appealed to us so we booked for the 2010 trip. It was a fantastic weekend away, but it was whilst talking to others that we had a sudden







concern – virtually every couple we talked to said their wife was insured too, meaning she could take over the driving; first, if she wanted to, and secondly, should it become necessary.

"I say concerned because Jackie has never passed her test in a manual car, and after 20 years of driving was not likely to now. What, people asked, would we do if I injured myself and could not drive? Now you see our concern.

"One was commissioned a long time ago for Mrs Morgan but it was built as a special one off"

"When we got back to England I started talking to Sarah and her team at the very helpful Brands Hatch Morgan. I asked Sarah if she knew of an automatic Morgan, or if Morgan had any intention of building one.

"She replied that one was commissioned a long time ago for Mrs Morgan but it was built as a special one off. I asked her if she could enquire:

1. Would Morgan be interested in converting an existing Morgan to automatic?
2. Would Morgan be interested in building a new automatic Morgan? I thought the new Roadster has an engine that is easily obtainable in automatic form.
3. If the answer was no, would BHM be interested in either option?
4. What would be the cost of such a conversion?

"The response to 1 and 2 was very quick with a definite no to both. The response to 3 was they might be interested but don't expect it to be cheap, it would need a lot of planning and design and could be as much as £50,000. This answered my last question and I think I did a good impression of someone that wasn't completely gobsmacked as I walked out of the store!

"Sarah said the only option was to find an automatic Aero, something quite rare (you see one or two come up for sale a year) but still does >



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"The car 'kicked down' smartly as you exited a sharp bend"





actually exist. Although I wasn't really that interested, I asked Sarah to keep an eye out for one just in case I changed my mind.

"Some time passed and a lot of people at Hopmog were aware of our situation. It was in the spring in 2010 that Francis, a regular at BHM breakfast mornings, told me of a little specialist outfit located in the depths of the Kent countryside who, after a casual discussion, said that he thought it was quite possible.

"So, I contacted the owner, Tony Barnard, who confirmed that he had spoken to Francis and that it was worth investigating further. Jackie and I went to their workshop, not easy to find, and definitely don't believe the sat-nav, and had a good chat with Tony. His team took various measurements and said he would get back to me.

"A few e-mails later I gave Tony the go ahead to proceed. I don't think Jackie and I have ever been so nervous. Although confident himself, Tony had always insisted on an 'it's not our fault if it doesn't work' policy. Also, there was the cost; we couldn't tie Tony down to a fixed price as there were so many variables. The best he could come up with was about 20% of what BHM said it might cost.

"Tony could not fit the job in until the winter, which suited us perfectly as it meant we still had the summer and autumn to enjoy our motoring.

"Tony contacted us to say he had located a suitable autobox. It was from a Rover SDi 3500 Vanden Plas of the same year (1989). This included a GM180 autobox and torque converter plus gear shift assembly and sundry control parts. We delivered our Mog to Tony's workshop in Robertsbridge, and things got underway.

"Tony's team were excellent, working throughout the winter months and taking photos of their progress, keeping us up to date.

"The photos show just how much work was involved for those familiar with the underside of a Morgan, showing alterations made to the frame itself.

"So, the snow fell and melted and the cold weather came and went >









"It's a much better drive all round with the final ratio making it far more sensible for longer drives"

and we were keen to get our Mog back. After what felt like a lifetime, we eventually got the call from Tony that our car was ready.

"By pure coincidence, the weekend of Hopmog's 'Centre Dinner & Dance', we picked our car up at midday and drove it straight to Powdermills Hotel.

"After a quick overview of all the works with Tony, most too technical for us to take in fully, we finally got to drive away.

"Tony had said that the automatic gearbox was very under geared. He wasn't wrong. At 70mph the car was showing 4,300rpm. More than a Plus 4 would be doing at that speed.

"On the plus side, it did make driving around the country lanes in deepest Kent great fun. The car 'kicked down' smartly as you exited a sharp bend propelling the car forward bringing a great big smile. Away from the lights it was definitely quicker than in manual form.

"On the down side, over-enthusiasm or fast motorway driving brought the miles per gallon tumbling to a very poor 15.

"We persevered all summer with, for the first time, Jackie being able to drive. I think everyone that saw her turn up at the next BHM Breakfast Meeting will never forget her beaming smile.

"However, fun as it was, the car in this state was not a sensible option. The call was made to Tony at A J Barnards. Anticipating the call, he had already been looking into the situation. He said the best option was to go for a rear differential change with the highest ratio possible.

"So, again, as winter arrived we took the car back to Tony at Barnards. Again we would be without the car for a few months, but at least it would be whilst the coldest of weather was here."

Tony was successful in re-gearing Marcus' car, and it's now running well. Tony shares with us the tech spec:

"The axle mod was a 7HA Salisbury. We stripped it clean and inspected the axle, rebuilding the diff with 3.08:1 C.W.P. to replace the standard 3.31:1. The 3.08:1 being the highest ratio currently available for this particular axle. We had the speedo recalibrated by Speedograph Richfield on data supplied by us to match the new gearing. These figures are as close as we can get but there may be some loss through the torque converter."

"We assume these figures relate to the manual gearbox," Marcus continues. "Because in reality what has happened is at 80mph the revs are approx. 3,800rpm. Still, much better than when we first had the autobox fitted.

"The speedo, however, is more accurate than ever before with an indicated 70mph reading 69mph on our Sat-nav.

"It's a much better drive all round with the final ratio making it far more sensible for longer drives. Just got to do something about that interior, unfortunately lots of carpet and leather has been ripped up and discarded just to get things to fit in nicely.

"Jackie drives it almost as much as I do now – perhaps it wasn't such a good idea after all!" **MOG**

Can't get enough Morgan news and information?

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MOG in depth



CLOCKING ON

A WORK DIARY IN THE LIFE OF ANGELA HYMAS

NAME:
Angela Hymas

MY JOB TITLE IS...
Visitor Centre Manager

I'VE BEEN WORKING FOR MORGAN...
Almost 7 years!

WHEN MY ALARM GOES OFF...
Better keep this clean I suppose! I'm the first up so the first job is to feed our three cats and take breakfast in bed to my daughter Kelly! It's the only way to get her moving! After getting ready for work, I then battle the Worcester traffic with a spot of road rage along the way usually - not my driving obviously!



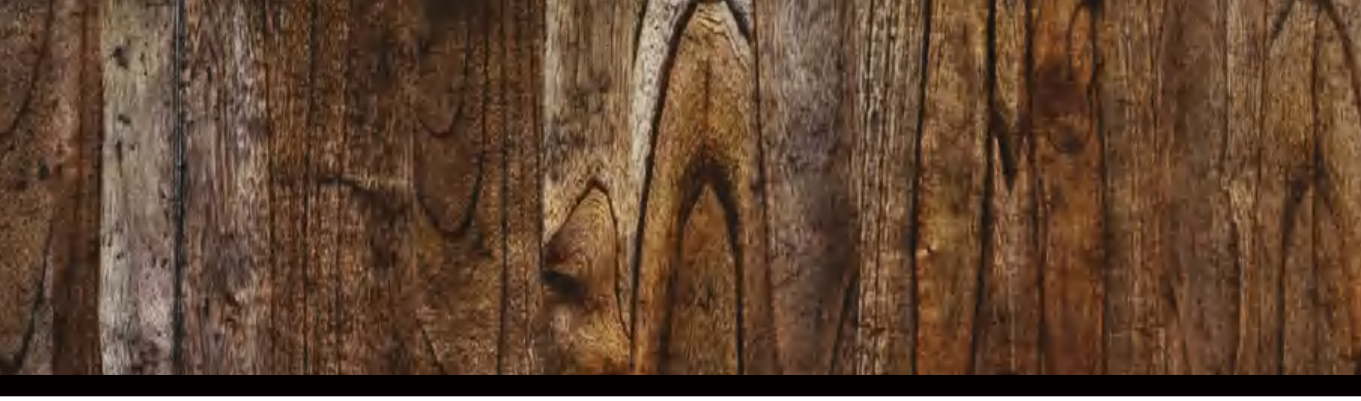
I'M RESPONSIBLE FOR...

12 "adorable" tour guides – they're all Morgan owners and have a real passion for the brand. I also manage and co-ordinate…

1. All conferencing and meeting space. We welcome many organisations (eg. banks, building societies, manufacturing companies and local authorities) who use the Morgan Motor Company to host seminars and events. The venue guarantees to attract a higher level of attendees due to who we are, plus there's the chance for delegates to take a tour of the Morgan factory as part of the event!

2. The guided factory tours diary. Taking day-to-day bookings for individuals and groups, which are extremely popular. Groups and societies thoroughly enjoy a visit to Morgan usually completed with a buffet lunch in our café, making it a great day out! We welcome a wide variety of group visits from classic car clubs, WI groups, overseas car clubs, retired and student visits also.

3. The visitor centre gift shop. This is a very busy shop offering something for everyone, from the discerning Morgan owner to coach trip visitors! I liaise with our buyers helping to decide on new product lines. I also help to organise offsite merchandise stands at shows and events.



HOW I GOT MY JOB...

Prior to Morgan I was the Assistant Manager at Royal Worcester, responsible for the running of the Royal Worcester china and gift shops along with the Visitor Centre, so a similar role. Royal Worcester very sadly went into administration in 2009, which is when Morgan opened their Visitor Centre! So I applied for the job as Shop Manager initially, for which I was employed on a temporary contract until December 2009 when the Visitor Centre was due to close after hosting the centenary celebrations. Well, as you can see that never happened! I became the Visitor Centre Manager and the guided factory tours, museum and visitor centre facility were so popular with visitors that we simply could not close! The centre has gone from strength to strength each year, becoming a tourist destination in its own right.

A TYPICAL DAY IN MY SHOES IS...

I start at 8.30am and prepare the Visitor Centre for the day's events. For the first hour I try to clear as many emails and telephone enquiries as possible before the first visitors arrive. With up to 10 tours per day, once people start arriving there is a constant flow of visitors either arriving for tours or leaving via the shop!

I look after all of the 12 tour guides and plan the tour diary – this can be a challenge at times with 30,000 visitors to accommodate on an annual basis, but the guides are so amenable it makes the job a whole lot easier.

If a conference is taking place, I help the organiser to set up any equipment on the day and will be on hand to help throughout. I will have already organised the room layout and so on prior to their event. On conference days we still run guided tours so there are still plenty of visitors around, too!

I look after the gift shop throughout the day, too. This includes the merchandising, display of goods and stock control. Basically, I'm a very busy bee!

THE ONE THING I'VE LEARNT WORKING AT MORGAN IS...

No matter what job you do, who you are or where you have come from, everyone here has an essential role in the success of Morgan and we all work together so that Morgan remains a truly unique place to work and visit.

MY PROUDEST ACHIEVEMENT...

At work in August of this year we achieved the highest number of guided factory tour visitors ever in one month since opening in 2009, topping the 3,000 mark! Our visitor numbers have grown from 9,000 in 2009 to expecting to achieve 30,000 this year, that's some growth! We also achieved 5/5 stars on Trip Advisor this year, being the No1 activities attraction in Malvern. Guided factory tours are mainly promoted via word of mouth and the tour guides do such an outstanding job that people cannot stop talking about it.



I FUEL MY DAY WITH...

I try to be healthy eating lots of fruit and salads during my day at work. I am a big cake fan though so working next to the café is a huge challenge!

BEST PART OF MY JOB...

Well of course it's working with my wonderful tour guides, reception ladies, sales office and the lovely Lizzie in our café: a great team and all of whom I consider as friends, too. However, getting to meet so many different people from all over the world is a huge joy – no two days are the same.

Every visitor absolutely loves their experience here, and to see this every single day is amazing, there can't be many places where people are so in awe of what you do as a day-to-day job. Meeting the owners who have been driving Morgans for years and still have a huge smile on their face, and also customers who visit (sometimes every day of the week!) to see their car in build, I cannot describe their excitement and sheer joy at being here, it's so lovely to be part of.

WORST PART OF MY JOB...

Sometimes we are so busy that it's hard to know which way to turn, some days are a constant juggling act but not really a bad position to be in I suppose.

PET WORK HATE...

Working next to a table full of fudge, chocolate and biscuits every day. Don't even mention the diet!

MY MANTRA IS...

Live, laugh, love.



MY CV

- Educational – I studied to A Level with ABB in Art, English and French
- Foundation Art degree at Worcester Technical college
- Became a retail manager at the age of 19
- Self employed for a few years conducting research and marketing for major motor dealerships
- Responsible for a turnover in excess of £5 million and over 30 staff at Royal Worcester
- My daughter Kelly was born in 1998
- Started working at Morgan in 2009



AFTER WORK I...

Start my second job as taxi driver, with a 17-year-old daughter I'm generally picking up or dropping off somewhere! The good news is my daughter is learning to drive, so we spend some evenings practising, well more like panicking for me!!

I love to spend time with my family. I enjoy exercise: playing doubles badminton and love spinning and bodypump classes at the gym! People who know me well generally expect me to be going to a concert at some point during the week. I love live music, no matter what is it really; I have to endure rock music as my partner, Jason, is a big fan!

SOMETHING MY WORK COLLEAGUES WON'T KNOW ABOUT ME IS....

My father is Paul Trussler who has worked at Morgan for over 30 years!

I AM MOTIVATED BY...

Positive results and happy people – both visitors and people that I work with each day! A tour guide who is thrilled because he has taken a group of visitors around the factory who have absolutely loved the experience makes me happy. Visitors who are overwhelmed by the visit make me happy. Morgan owners who love life with their car make me happy. And this in turn has proven to lead to positive results in our performance as a team.

MOST MEMORABLE MOMENT AT WORK...

Has to be meeting Prince Charles and presenting him with a Morgan teddy bear for his new grandchild! It was such a privilege to be asked to do this and is something I shall never forget. The whole workforce showed immense pride in Morgan on the day of his visit, he was truly amazed and very proud of what we do here, a fantastic day.

UNFULFILLED AMBITIONS...

This is such a difficult question because I honestly don't have any. I have a busy life, lovely family, perfect partner and gorgeous daughter, I feel very lucky – maybe to get married one day soon would be nice. My daughter is due to start university next year and as much as I will miss her, I will enjoy seeing her grow and enjoy the experience with a great career ahead hopefully! Maybe then, I will take time to think about my future and what I would like to do… but there's nothing urgent!

MY PLAN B

A psychologist for sure! It fascinates me and I would love to help people and hopefully change their lives.

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PITCH PROWLER

The winter months may be rolling in, but that's no excuse to feel the chill. Why not be a little ray of vibrant sunshine care of this rather conspicuous 4/4 'Speedster'.

Part of being a Morgan fan is our willingness to use our cars no matter what the season, the weather or the occasion. We don't get precious about our cars, we want them to be seen but more importantly, we also want them to be enjoyed – why spend all that money only to leave it up to Mother Nature to decide when we should use it?

Now, that's a brilliant outlook that we should all be proud of, however there's nothing to say we can't make the whole 'occasion' of going out in our Morgans even more special. That's where this month's Pitch Prowler comes into play.

Resplendent in its Sport Orange hue, this 'Speedster' version of the 4/4 is a celebration on wheels. Morgans get plenty of necks to turn in any guise, but this would see a whole town get whiplash! It's a real stunner. Unusually for Pitch Prowler, it's also brand new, so you not only get the fun, you get the peace of mind, too. Plus, it's a model that serves to bring a new owner into the Morgan fold care of competitive pricing, which is always a bonus. There is of course, a whole lot more, too…

As we mentioned, this car comes with a tonneau cover because it has no roof. That's something that takes serious consideration on the buyer's part. There is NO roof, not even a little bit. So, while it's all well and good getting swept away with the thought of owning such a special little car, you need to consider the practicalities. If you live on the 28th floor of a high-rise in Sutton Coldfield, this isn't the car for you. We're not telling you what to do, we just want you to make sure you buy it and enjoy it, not buy it and get frustrated by its perma-topless nature.



Power, as they say, is all about control. As such, the 4/4 has a 1.6 four-cylinder Ford engine, much like you'd find in, say, a Focus. The thing to consider though, is that the Focus is a heavy old Hector, yet even so, the 1.6 petrol engine manages to hustle it along. With that in mind, you can imagine how well it shifts the lightweight aluminium and ash elements of a Morgan. Oh yes, make no doubt, this may be the smallest engine in the Morgan range, but it's still oodles of fun. Plus, it's cheap to maintain, parts are commonplace and it'll last forever. We'd call that a hat trick of success!

While the orange paint is a treat for the eyes, the reality is that a line needs to be drawn at some point. By that, we mean it'd probably be something of a visually exhausting task to drive this 4/4 had the cockpit been coloured in an equally bright manner. Thankfully, the 4/4's innards are clad in timeless black, which contrasts wonderfully with the orange. Function over form is the name of the game, though some extras are on show, too. There's the wee aero screen, the optional Mota Lita steering wheel to offer an even more tactile experience and handily, considering this car left the factory without a roof, there's also the tonneau cover to protect everything should the car be left out in the elements while you're off adventuring.





It's certainly not one for the shy and retiring type, that's for sure. But hey, if you're going to drive a car that gets attention, you may as well go all out, right? And while we'd never want to dampen your enthusiasm, we must still play devil's advocate. Basically, just make sure you hand over money safe in the knowledge that you really like orange. It's a bright hue that, on first sight, excites and thrills. However, it's also one that you could tire of. Something you really should consider.



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FOR SALE

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Librands Compact Storm Cover Top quality Voyager, high tear-strength, lightweight, breathable material. Quickly protects the cockpit of 2-seater, roof down or up. Covers wind deflectors etc. Folds into integral bag; small enough to tuck under the seat. Now only £70.



Librands Door check Mk1 and Mk2 Mk1 for all traditional cars from 1997 and earlier cars with a scuttle roll bar. Mk2 for pre 1997 cars without a scuttle roll bar. It holds the door open while you get in and out. £114 per pair. Mk 3 for new +8s £149.



Odyssey Battery High performance dry cell leak proof gel battery. 925 cranking amps. The correct replacement for dry cell batteries fitted on Aeros and certain other Morgans. We use these on all our race cars. They last for as much as 8 years if not left flat. £164.45 delivered



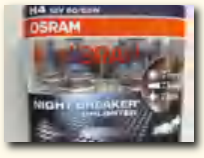
Stainless steel polished driving lamps For Morgans with over riders. Slim 6" diameter lamps, 100 watt halogen bulbs. Lamps only £86 pair; Lamps + wing brackets (over rider cars) £143 set; Lamps + bumper brackets £162 set. Spot Light Brackets: Wing fitting for cars with over riders £28.50 each. Bumper tube fitting £38.00 each..



Clear Front Flasher Lens Kit Our Librands kit comprises two genuine Lucas lenses, amber bulbs, new screws and gaskets. Fit them in 10 minutes for a cleaner fresh look to the front of your Morgan. £28.00
Clear Rear Flasher Lens Kit £24.00



H180 Cibié Head Lamp Units Side lights built in, better focus on dip & main beams. Easy to fit. Combined with Night breaker bulbs, this is the best legal combination without going to very expensive HID lamps. £89 per pair. European dip versions in stock for driving on the right. £96 per pair.



Night Breaker Unlimited head lamp bulbs Even brighter than the Night Breaker Plus, these new bulbs give up to 110% more light, 35% more distance and 20% whiter light than standard bulbs of the same wattage. New design gives extended lifetime. Fully road legal, easily fitted in traditional Morgans replacing standard H4 bulbs £28 per pair.

Suplex traditional Morgan front suspension refinement system

Improves the ride on your road car greatly. Price £595.00. To get best results, also fit hard chrome king pins and spiral groove bronze bushes We can supply these for £135 extra. Contact me for an email copy of the fitting instructions.



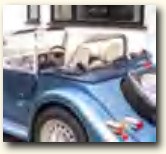


Bilstein rear dampers Valved to complement the Suplex front suspension which has front Bilsteins in the kit. Rear Bilsteins £170 per pair.



Librands Roll Bar System

For all 2 seater long door cars from 1997. Rigid, discreet base frame that bolts to, and stiffens, the chassis. Quickly bolted to the top you can have a polished, stainless road hoop that fits closely under all types of hood, or a taller competition hoop in T45 steel tubing. £845 inc fitting kit and instructions.





Librands Foot Locker

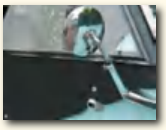
Designed to make your passenger safer and more comfortable. It stops them from sliding down in the seat, and they don't need the seat forward to rest their feet on something solid. Also useful lockable storage. In two sizes to fit most Morgans including 3 wheelers. Full details on web site. 10" £185.00; 12" £195.



Librands Mirrors



Interior Mirror - our small convex interior mirror in stainless steel replaces the standard plastic item in seconds. See more behind and more through the windscreen; no refraction when the sun shines on it with the top down. Thousands sold. £39 Fitting kit (for pre May 1999 cars) £6.00.



Door Mirror - larger round convex door mirror fits to the standard base. Fully adjustable both sides. £72 per pair. Polished stainless bases and arms £60 per side.



Librands Luggage Racks

In polished stainless steel with sidescreen stowage, available for most models. From £310. For cars without bumpers or over riders, but with a spare wheel £415. 4-seater racks from £345.



Librands Cup Holder

It has a polished stainless steel hook with a thick lining to protect the paint and door trim. It fits snugly over any part of the curved surface of the top of the door, and neatly folds up when not in use. You can even fit two cup holders on the passenger side. £25.00 each.







Plus 4 Duratec manifold and catalyst: 2006 on, £995.00 (left)
Plus 4 GDI manifold & ceramic catalyst: 2014 on, £1265.00 (right)
Dual Sports Exhaust System Morgan +8 £800, Roadster, including New 3.7ltr Roadster £865. On the new Roadster, our system gave close to a 20bhp improvement on an independent German rolling road (centre).
Single System Sports Exhaust For most 4 cylinder Morgans from £415. Different sound levels available.

Librands Stainless Manifolds From £410 (4 cyl cars) and £954 (+ 8)
Aero 8 Sports exhaust Gives extra 25 bhp. All models rear outlet £1100.00

1971 Moss box 3.5 litre +8



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Thrilling Close to the Season

Report: Katy and Andrew Thompson **Photography**: Bob Bull

DONINGTON

The penultimate race of the season was at Donington Park on the GP circuit. The Morgan Challenge hadn't raced on the GP circuit since 2001 and the excitement in the paddock was palpable. Donington Park race circuit is right next door to East Midlands Airport, which although a regional airport is also the hub for DHL, which means night flights. So if you were looking for a good night's sleep at the circuit, ear plugs were needed.

Unusually the Morgans had a relaxed start, just as well as this was a very busy meeting. The morning was dry although grey and the scrutineering queue was long, the sheer volume of racers seemed to have temporarily overwhelmed the system. However, all the cars got safely through scrutineering and soon enough were called to assembly. The class A chaps of William Plant and Philip Goddard set the pace with Tom Andrew from class R and Andy Green of class B rounding out row 2. The class A car of Tim Harrison had qualified 11th on the grid leaving him some work to do >



in the race. All three ARV6s were out again and qualified within a few tenths of a second of each other on the fourth and fifth rows. In the other classes Tim Ayres, Henry Williams and Chris Bailey qualified first in their class.

In the tie between qualifying and the race, the drivers discussed the "extra bit of track" and the best line to take around the left-over-the-blind-crest-round-the-hairpin-and-up-the-hill, the simple description of the Melbourne Loop, the extra part of the track that creates the GP circuit. There were lots of views but they would have to wait for the race to see who was really on the ball.

The cars swarmed onto the track and round to the grid where they carefully lined up ready for the off. As the lights went out, everyone made a good start except for Andy Green on the second row who seemed to have a gear problem. However, the same could not be said of Andrew Thompson in the Silver ARV6 and Simon Baines in his 3.7 Roadster, both making up four places before the first corner after a rocket start. Everyone made it safely round the first few corners and onto the Melbourne Loop, where those discussions would play out. The gravel trap at the hairpin claimed a couple of cars first time past, thankfully no one made the same error the next time round.

Over the laps the field settled down and the battles started to develop: Kelvin Laidlaw, Sharlie Goddard and Clive Glass enjoyed a good tussle with Kelvin coming out on top eventually. Steven McDonald and Philip Tisdall fought hard all race long finishing with less than a second between them in second and third in class respectively behind Tim Ayres.

Henry Williams and Tim Ayres raced tightly through the 30-minute race and eventually Henry won the bragging rights. Just in front of this duel another similar battle was being played out between Tim Parsons and













"It has often been said that Morgan racers drive on their stomachs, certainly true at this meeting!"

John Milbank. As the race advanced the cars in front were getting harder to catch and indeed were lapping the back markers. William Plant was controlling the lead well and Philip Goddard was driving hard and not letting him get away – they finished with a comfortable 22 second gap to the third placed man Tom Andrew in his Aero 8 with the ARV6 of Andrew Thompson the first of the class Bs home. Andy Green, Tony Lees and Andrew Thompson had enjoyed fantastically fast and close racing with Andrew's silver car defending his line into the Melbourne hairpin and the oddly off-camber hairpin into the finish straight on almost every lap, coming home just ahead of his class mates.

A special mention must got to Jono Baines, one of our race series family, who was up in the commentary box for the race. It is always good to have someone with the commentators who can speak of the good-natured rivalry and camaraderie of the series. It also highlights which racers have filled in their commentator's information sheet, otherwise a little knowledge has to be spread very thinly over a 30-minute race!

With the championship leaders Tom Andrew, Henry Williams and Tim Ayres taking their class wins, the Championship was set to go down to the wire at Snetterton in Norfolk just one week later.

SNETTERTON

Going into the last race of the season at Snetterton the Championship points were tight, class leaders Henry Williams, Tom Andrew, Keith Ahlers and Tim Ayres being the title contenders.

For some members of our race series family, this weekend was overshadowed by the untimely and sudden death of a key member of the Revolutions Race Team, Ian Dickson. He had passed away only a few days before and our thoughts were with Ian's family and friends. In memory, several of the cars sported tributes to Ian.

As usual for our last race, we had an early qualification then an early race before lunch, which meant that we could enjoy our customary end-of-season celebration. It has often been said that Morgan racers drive on their stomachs, certainly true at this meeting!

Qualification was under a cloudy sky and the track was dry. There were no surprises in qualifying, Keith Ahlers took pole in his beast of a Plus 8, Tim Harrison was next to him in his super-fast class A 4/4, then Christian >



"The lights went out and the noise of Morgans going from a standing start to race speed was mind blowing"

McCarty on the second row being the first of the class B cars with Tom Andrew in his Aero the first of the class R cars.

There was just enough time before the race for the customary "Tyrells Breakfast" to be enjoyed by the racers. Unusually for a busy race meeting, all the qualifications went smoothly with no need for yellow or red flags meaning that the meeting ran ahead of schedule by some 30 minutes. After a momentary intake of breath, mostly from the preparers who suddenly found themselves working to a very short deadline, the magnificent Morgans, all 36 of them, made their way to assembly and out onto the grid. The lights went out and the noise of Morgans going from a standing start to race speed was mind blowing. Peter Rafter started from the pit lane and both Clive Glass and Brian Gateson spun at the first bend. However, all three soon sorted themselves out and climbed back to their usual running positions in the field.

About a third of the way through the race Keith Ahlers and the other class A cars started to lap the field, then closely followed by the class B chaps. The 200 circuit at Snetterton is of a length that within a 30-minute race most of the cars in the field will probably be lapped by the front runners. Indeed, by the end of this race only the top three finishers will be on the lead lap, the 33 other cars were lapped.

Tony Hirst was sticking to Tom Andrew like glue throughout the race, Tony finishing only 0.3 seconds behind Tom at the flag. Further down the field, Sharlie Goddard was making sure that Jack Bellinger knew she was chasing him, Jack our gentleman driver kept her behind him.

After 30 minutes the chequered flag came down, Keith Ahlers took the race honours, Jerry Knight took second overall and the final podium place was taken by Andrew Thompson.

Class honours went to Keith Ahlers in class A, Andrew Thompson in class B, Tim Ayres in class C, Henry Williams in class D, Tom Dailey in class E and Tom Andrew in class R.

After the race and after putting the cars "to bed" the drivers, supporters and our other family members joined together for the end-of-season lunch giving everyone some of those precious moments to chat together and enjoy life. The final race results were announced and the trophies handed out, then to a hushed room the two main championship trophies were announced.

The 2015 winner of the AR Motorsport Challenge Trophy was Henry Williams. This trophy is awarded to the driver who gains the most points across all races of the season. The winner of the 2015 Morgan Challenge Trophy was Tom Andrew. This trophy is awarded to the driver who gains the most points from their nine best race results in the season.

All that remains for this season, our 30th anniversary season, is the Drivers Awards Dinner, which this year will be held at the Morgan Factory in Malvern.

Further information can be found on our website www.morganchallenge.co.uk and on our sponsor's website www.aero-racing.co.uk MOG





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Timeline

In the second of our historical Timeline series, Martyn Webb examines the second decade of the 20th century and finds that both for Morgan in the UK and globally for brands such as Ford, the fledgling car market was experiencing a bumpy ride thanks to the intrusion of the First World War.

A PROMISING START

The second decade of the 20th Century proved to be one of extreme contrasts. For Harry Morgan the first few years saw his business thrive, however this rapid expansion was soon curtailed by the deteriorating political situation and the outbreak of war. The return of peace saw the resumption of leisure motoring to an even greater extent than before, resulting in a huge demand for Morgan's practical and affordable cyclecars.

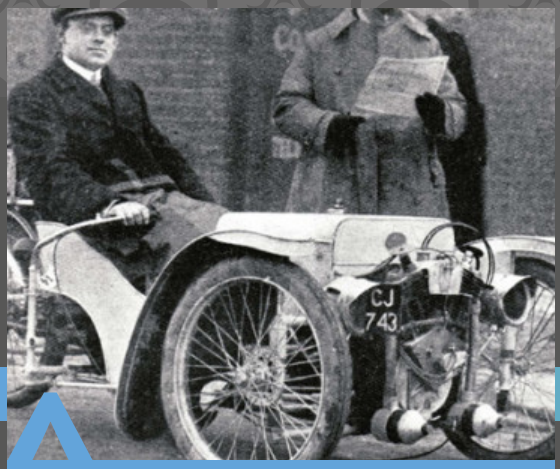
The decade began well for Morgan with a production version of his prototype three-wheeler appearing at the 1910 Olympia Motorcycle Show. This was well-received by the critics, but sold very few simply because people wanted a two-seater rather than a monocar and for it to be operated by a steering wheel rather than a tiller! However, Harrods, the London department store, agreed to become Morgan's first distributor and with their help more orders were received after the show. The deficiencies of the 1910 car were addressed the following year with the introduction of the Standard Runabout at the 1911 Olympia Show.

The response to Morgan's revised cyclecar was huge with the whole of the planned production for 1912 sold before the end of the show! Harrod's came to an agreement with Morgan that they would have the body made in London and fitted to the chassis made in Malvern. Although this overcame the problem of meeting the initial demand, the arrangement was soon abandoned since the Harrods body proved unsuitable and too heavy for the Morgan chassis, affecting the car's performance.

In Malvern Link, a brick extension plus several wooden sheds were built at the back of the Worcester Road factory to cope with the hundreds of orders received for Morgan's Runabout. Additional models were announced: the DeLuxe Runabout, the Sporting Runabout and the high-performance Grand Prix.

A new factory in Pickersleigh Road promised to take Morgan's dominance of the cyclecar market to new heights until war intervened and the development of motor cars was put on hold.

The few production Morgans built during this period were the pre-war models, with but a few improvements and upgrades. However, other machines were planned once peace returned, including a new high-performance racer called the Aero: a four-seater to appeal to the family man.



Harry Morgan in the MCC London to Exeter Trial, December 1910.



The Morgan Runabout two-seater at the 1911 Olympia Show.

1910-1920

The need for a family model was probably inspired by Harry and Ruth's own growing family. Four girls were born to the couple during the war years, then on 3rd November 1919, Morgan's family was complete with the birth of their only son, Peter.

The decade finished as it had begun for Morgan, with a successful business, set to prosper in the post-war optimism as the 1920s beckoned.

RACING IMPROVES THE BREED

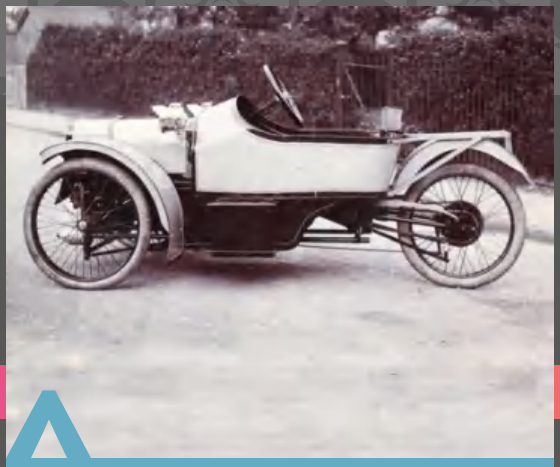
Morgan's success in pioneering inexpensive motoring for those of more modest means encouraged others to experiment with cyclecars and soon there was a plethora of machines on the market. The dilemma for potential customers was the need to distinguish the good from the bad and the down-right ugly! The average motor car buyer at that time was usually ignorant of the mechanical arrangements of a vehicle. However, any reputable manufacturer would be prepared to prove its products and subject them to the most rigorous testing and this usually meant motorsport. Trials, racing and record-breaking would certainly push machines to the limit, and beyond. It was due to numerous successes in motorsport that Morgan was to gain a significant advantage over his rivals.

The competitive adventure started with the very first Runabout when Harry Morgan entered the MCC London to Exeter Trial in December 1910, winning a Gold medal and much valuable publicity.

Further successes came thick and fast with a win for Harry Martin at Brooklands in 1911 driving a Morgan in the first cyclecar race at the track, amongst many others. Harry Morgan spent most weekends competing with various machines and raising the profile of the Morgan marque. One of his most significant achievements was on 23rd November 1912, taking the cyclecar record at Brooklands, when he astonished everyone with a distance of 59 miles, 1120 yards; just a few hundred yards short of an average of 60 mph.

Probably the greatest victory in the early years was achieved by Gordon McMinnies in the French Cyclecar Grand Prix at Amiens in July 1913. This resulted in the introduction of the Morgan 'Grand Prix' model as it became known, which was an instant success and many sporting motorists wanted one, adding to the already extensive order books. Powered by a '90 bore' J.A.P. water-cooled, overhead valve racing engine, this gave the car a top speed of 60 mph, an amazing pace at that time.

Racing was, of course, abandoned during the First World War and Brooklands remained out of action until 1920. However, 1919 saw numerous successes for Morgans in reliability and speed trials, which would continue through to the next decade.



A new Sporting Runabout outside the factory, 1912.



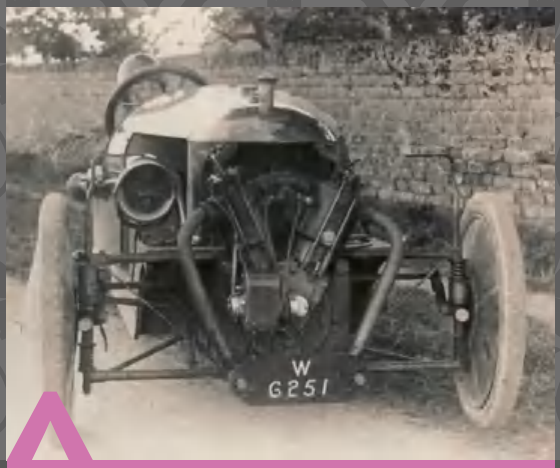
Harry Morgan on the banking at Brooklands during the hour record run 23rd November 1912.

THE GREAT WAR

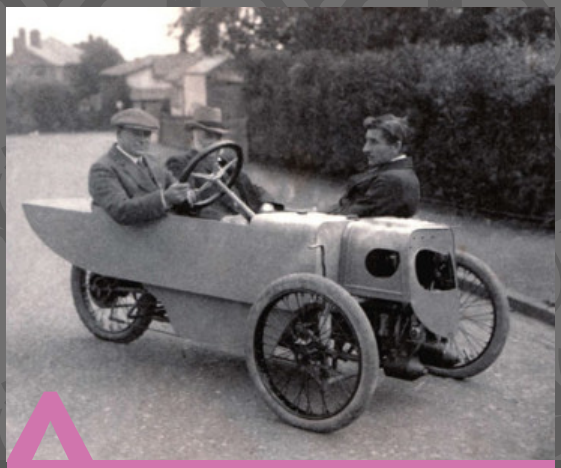
1914 is, of course, infamous for the tragedy of the outbreak of the First World War. The catalyst, which instigated the most unimaginable slaughter the world had ever seen, happened on 28th June 1914. Archduke Franz Ferdinand, heir to the Austro-Hungarian thrones, and his wife, were shot dead in the Bosnian capital, Sarajevo, by student revolutionary Gavrilo Princip. This violent incident sparked the inevitable conflict between the 'Triple Entente' and the 'Central Powers' of the Austro-Hungarian Empire and Germany. Mobilisation plans were put into action across Europe and this ultimately led to Britain declaring war on Germany on 4th August 1914, when German forces invaded Belgium (Britain being a guarantor of Belgian neutrality).

"Your country needs you," proclaimed the moustachioed Lord Kitchener, pointing at the casual observer as he stared out from the iconic poster that inspired Britain's young men to enlist in the army in huge numbers throughout the summer of 1914. Before long, men from the Malvern Link factory were responding to the call to arms. Despite the cancellation of some orders for new Morgan cars, the outbreak of war initially had very little effect on car production. The only factor restricting production at this early stage in the conflict was the gradual, but ever-increasing loss of skilled workers to the war effort.

Morgan later undertook the task of making munitions alongside limited car production. The exact nature of this work is uncertain, but,



A Morgan Grand Prix, developed from the race-winning machine of Gordon McMinnies.



The experimental Morgan machine gun carrier for the Army. The gunner sat in a seat facing backwards, ready to operate the weapon mounted on the tail!

1909	1910	1911	1912	1913	1914
Morgan prototype built	The Morgan Runabout goes into production Harrods becomes Morgan's first agent	First two-seat Morgan goes into production Introduction of the Harrods Morgan	Harry Martin wins the Cyclecar race at Brooklands Harry Morgan takes the 'Hour' record at Brooklands	Gordon McMinnies driving a Morgan, wins the French Cyclecar Grand Prix Grand Prix model goes into production	Construction of the new Pickersleigh Road factory begins
	RAC introduces horsepower ratings	Ford opens its first factory outside the USA at Trafford Park, Manchester	Brothers WO & HM Bentley establish Bentley Motors Captain Scott leads the failed Arctic expedition	Henry Ford introduces the first conveyor-belt-based car factory. William Morris introduces his 10hp Morris Oxford light car	Lionel Martin establishes Aston Martin in West London. Archduke Franz Ferdinand assassinated, war declared on Germany

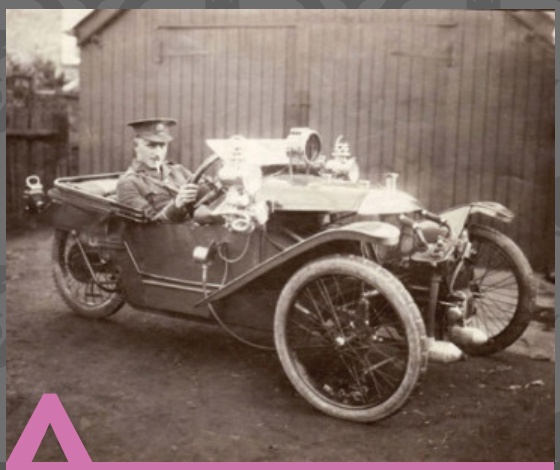
it is likely that the factory produced shell cases, which were then stored and filled in a large munitions factory in Hereford.

Car production ceased for all but official and military purposes in 1916 and the Morgan factory relied increasingly on wartime work. A brief attempt was made to produce a Morgan machine gun carrier for the army, but this was not successful, concern about the lack of traction from the single rear wheel in the mud of the battlefields being one of the problems.

War clearly disturbed Harry Morgan who abhorred the fighting and who was a man of peace, a Pacifist. However, two main factors overruled his natural reticence to munitions work. The first was his patriotism and the need to do his bit to ensure that Britain emerged from the conflict victorious. The second was the survival of the Morgan Motor Company and his responsibility for the welfare of his workers and their families

Harry Morgan's cars certainly appealed to military men of the period. Those who were permitted to operate a vehicle appreciated the excitement and performance of the machine, especially men of the flying services who equated the experience of driving a Morgan to that of flying an aeroplane!

The Armistice was signed on 11th November 1918 bringing to an end one of the greatest conflicts in human history. Some Morgan men resumed their jobs at the factory, although, others who had fought for their country failed to return from the battlefields.



Morgans were popular with military men. Here, Harry Morgan's brother-in-law Capt. Geoffrey Day drives his Grand Prix model.



Family Morgan, introduced in 1919, seen herewith Harry Morgan driving and works foreman Alfie Hales in the front passenger seat.

1915	1916	1917	1918	1919	1920
The first Zeppelin raid on the United Kingdom takes place.		Russian revolution, led by Vladimir Ulyanov, or 'Lenin'	11th November: Armistice signed to end WW1.	First mass-produced touring caravan introduced by Eccles Andre Citroen, begins production of his Model A	
Harry Morgan buys his Vauxhall 'Prince Henry'	September - Car production prohibited except for military purposes Experimental Morgan machine gun carrier produced for the military.			Production resumes after WW1 Aero model available to special order Peter Morgan born	

MAGNIFICENT MEN IN THEIR FLYING MACHINES

For well over a decade, the motor car had been an infrequent, but by now familiar sight on the roads in Malvern. Although the townsfolk were at last coming to terms with the motor car, they were totally unprepared for what was about to descend upon them. In February 1914, aviation came to Malvern in the form of a French Morane-Saulnier aeroplane, piloted by the English-born son of a London-based German doctor – Gustav Hamel.

Harry Morgan presumably witnessed this event with great interest, although having been passionate about cycling in Victorian times, and then having been apprenticed in the railway industry, as far as is known, he was never tempted to experiment with aeroplanes. His sister Dorothy recalled, however, that when the first Morgan failed to receive many orders at the 1910 Olympia show, Harry remarked that perhaps he should have gone into the business of making aeroplanes since if they fail, the machine mercifully takes its creator with it into oblivion!

Hamel, having learnt to fly in 1910, was one of the pioneering aviators who took part in the famous Round Britain Air Race in 1911, a 1,000-mile race for aeroplanes with a £10,000 prize sponsored by Alfred Harmsworth, editor of the Daily Mail newspaper (in the 1960s this race inspired the film 'Those Magnificent Men in their Flying Machines, although, in the film the race was from London to Paris).

Hamel's flying display in Malvern was originally planned for 6th November 1913, having already entertained crowds the previous month at the nearby town of Upton-upon-Severn. A large crowd gathered at Jamaica Meadow in Malvern Link but they were to be disappointed on this occasion since Hamel failed to appear; bad weather apparently being the reason. The same disappointment occurred the following week, again, poor weather was to blame.

Gustav Hamel eventually arrived in Malvern on Friday 4th February 1914, not by air, but by train from London, to appear as a witness at police court proceedings in Malvern. Charles Hickman and Harry Yoxhall, who styled themselves as the unofficial agents for Hamel in Worcester and Malvern, were charged with conspiring to defraud local people of money paid in entrance fees to Jamaica Meadow to see Hamel's flying exhibition!

After yet another failed attempt at a Malvern display early in 1914 (this time due to engine problems), Hamel finally appeared in the skies above Malvern on 26th February. He looped the loop several times and took up several passengers, including a lady. This caused great excitement among the large crowd who had gathered once again.

Aeroplanes were dangerous machines and even the better designed and proven pioneer aeroplanes were difficult to fly. Marginal on power and vulnerable to bad weather or careless handling, many expert aviators of the day who piloted them perished in the pursuit of flying. MOG



Gustav Hamel seen here in his Bleriot monoplane in 1913.



Hamel's Moraine-Saulnier at Jamaica Meadow, Malvern Link, on 26th February 1914.

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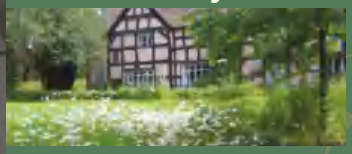
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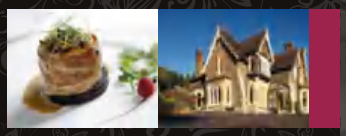
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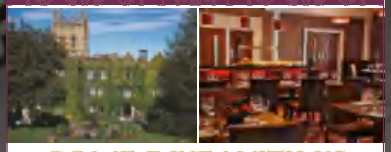
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IN THE WORKSHOP

This month we've popped into Williams Morgan to see what goes into upgrading the entertainment system.

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There's nothing better than going for a blast with the sun shining and the roof down. Well, we say there's nothing better, but there is one way to improve the experience, and that's by having the right soundtrack. The thing is, while the stereo head-units that come with a Morgan are okay, they're not brilliant. Add into the mix the wind noise and the general vocal nature of the car, and you're left with a stereo that has an awful lot to do before it can be heard.

The guys at Williams Morgan in Chipping Sodbury are more than aware of this, hence coming up with this package to make sure you can enjoy your favourite music while motoring along. It's somewhat more comprehensive than a new head-unit and some speakers though, by quite some measure in fact.

Any stereo is only as good as the surroundings into which it's fitted – acoustics are everything. The tub of a Morgan actually lends itself quite well in theory, but that ash and steel need some help before they're ready to pump the tunes. As such, the first part of the conversion consists of stripping the carpet back and applying a layer of soundproofing material to the large areas such as the floor and sides. This makes sure the road noise is kept out and the speaker noise is kept in. It also helps ensure the cabin is even more weighty and solid, helping to reduce if not totally eliminate any distortion in the sound being played.

Once that's done, the guys fit the sub woofer. Now, you might hear that and immediately jump to the visual conclusion of a Citroen Saxo with a boot full of speakers. That's simply not the case here, in fact, the Pioneer sub used is a slim version that fits discreetly into the

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cabin. Its job is to help the main speakers out when it comes to the bass elements of your music – it's not for rattling the windows of every house you pass!

To further enhance the sound quality, a pair of high-end Pioneer 180w mid-range speakers are fitted, too. When combined with the discreet sub woofer, the sound should be crisp and clear, not weak and unable to overcome the ambient noise that comes with driving a Morgan!

Finally, there's the stereo itself. In the case of this lucky Plus 4, it's an all-singing, all-dancing example with Bluetooth connectivity along with all the ports you could need to connect your smartphone – after all, who has CDs any more? This means all your music is at your disposal via the touch of a button.

It's a comprehensive kit as far as we can tell, and it's one that will transform whatever setup you might currently have. Plus, there are real-world benefits, too. The newly sound-deadened interior will feel even more solid and refined when on the road. The Bluetooth head-unit will be able to act as the voice of your sat-nav, should you have it on your phone – so no more missed directions. Plus, the high-end speakers will ensure you never miss a traffic or travel alert while out and about, so you'll be able to steer clear of jams and the like!

All in, the conversion is £1,999 fitted, which is a bargain when you consider the quality of the product and the complexity of the conversion. It takes about two days to carry out the work, so you won't go without your Morgan for long. Give Williams a shout on www.williamsautomobiles.com if you fancy upgrading. **MOG**

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UNDER LOCK AND KEY

The most English of items of clothing - top hats, bowlers, fedoras and flat caps – have been staples of British fashion for generations. From Winston Churchill to Oscar Wilde, every gentlemen in the early 20th century would have sported a formal hat. James Lock and Co, the oldest hat makers in the world, has seen trends come and go and stood the test of time. To find out more about their prestigious history, and how they approach business today, James Ball heads to central London. **>**



"It isn't just a hat shop, but a place of significance in British history"

A hat is at once practical and stylish. Any hat, correctly fitted and worn well, can complete and enhance the wearer's style. Once a staple and essential piece of clothing, the humble hat has somewhat fallen out of fashion in recent decades.

Not so long ago, every man wore a hat, a vital piece of clothing for both formal and casual wear. Some argue the shiny locks of Elvis and James Dean are to blame for the hat's decline, others that the rise of the car negated the need. That said, the hat has never fallen completely out of favour, and with shorter hairstyles back in, a long overdue resurgence could be on the cards.

Not just keeping the weather at bay, the hat has long been used for expression. One can touch the rim lightly to say hello, or remove it as a sign of respect. When society loses the hat, it also loses the unspoken language that goes with it.

Although in some circles, the trilby and fedora are making something of a comeback, unfortunately mainstream hat wearing isn't quite there yet. The distinguished gentleman – and Morgan owner in particular – can easily pull off a well-made fedora or panama. James Lock and Co has a wealth of different designs that complement the Morgan style perfectly.



Their most famous design is probably that of the 'coke' (pronounced cook) hat, also known as the bowler, first made in 1849. Nobleman Edward Coke, younger brother of the 2nd Earl of Leicester, wanted a superior hat to the top hat, which kept falling off his gamekeepers' heads. The hat had to be sturdy enough to protect from low-hanging branches and poacher attacks.

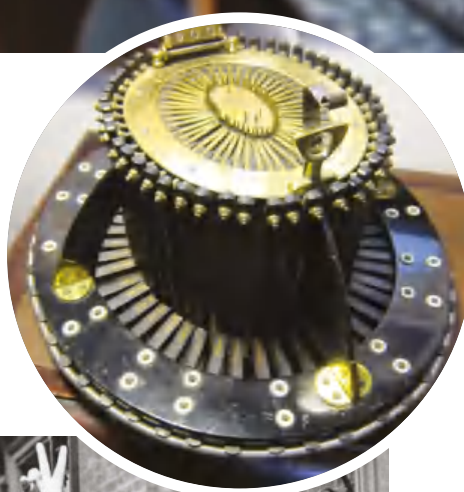
Lock's chief hat maker, Thomas Bowler (hence the bowler name), mocked a prototype up. Edward Coke promptly tossed the hat to the floor and jumped on it repeatedly to assess its strength. Happy with the results Coke paid 12 shillings and went on his way. Little did he know that he'd created something of a worldwide icon.

British railroad workers in the USA took to wearing the durable bowlers, and soon the practical hat swept the nation. Butch Cassidy and Billy the Kid even sported a Lock bowler before the Stetson was introduced as their 'Boss of the Plains' in 1865. Also, in a nod to the recent Bond movie and our cover story, Oddjob's hat and weapon from Goldfinger was a Lock bowler.

Not only have they sold products to Churchill and Wilde, but also Charlie Chaplin and Admiral Lord Nelson. Using the same techniques and materials as they always have, you can buy a hat today from the very same shop. >









William Churchill



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The store itself looks every part the traditional hat shop Churchill would have walked in to. Hats floor to ceiling, ties to match and hat boxes aplenty. Here you can get measured and they'll send your order off, or, in some cases, they'll even make your hat in store.

"We still use the traditional head-measuring device known as the Conformateur, designed in 1852. The contraption takes a 1.6th impression of the top of the head. It's an extremely precise method (especially for the time) that's primarily used for our bowlers and riding hats," says Lorna Rolph, PR at Lock's.

At the back of the shop is a 'history room' filled with old devices and handwritten letters from past customers. There's a note from one man settling a debt on Oscar Wilde's behalf after he was sent to prison, and Winston Churchill's signature in an order book. Also displayed here are Lock's two Royal Warrants.

This gives you a sense that it isn't just a hat shop, but a place of significance in British history. Part bespoke hat makers, part monument. History plays its role in the James Lock and Co of today, but no business can rely solely on the past.

"Traditional flat caps, fedoras, trilbys and panamas are the mainstay of Lock's, yet we're not at risk of being left behind in the ever-changing world of fashion," Lorna continues. "Launching our 'Lock and Roll' seasonal range in 2010, this >

HOW TO WEAR A FEDORA

"The Reporter"

Tip your hat slightly upwards for that New York reporter look. This is also regarded as a common look for businessmen – think Edward G. Robinson in Double Indemnity.

"The Detective"

The classic tilt as sported by the likes of Humphrey Bogart gives a confident swagger. Pull it to one side, slightly over the right eye. Of course, this look is only complete with a straight whisky, a cigar and a do-or-die attitude.

"The Lurker"

For that mysterious back-of-the-bar vibe you can pull the brim down over your eyes, creating a dark shadow. Perfect for avoiding attention, should you need to!





contemporary collection adapts to fashion trends. Whereas the older hats represent traditional England of the 1940s, the Lock and Roll range is more akin to a Guy Richie-style London."

"Special edition products have been introduced as well as many notable fashion collaborations," Lorna tells us. "Peter O'Toole, Vivienne Westwood, Jimmy Choo and Joan Rivers all customised their own version of the traditional 'Coke' hat."

"Combining traditional methods with modern-day fashion, and slowly expanding their range, Lock has remained a financially successful company in the notoriously fickle world of fashion."

So, if you feel the need for a hat that can mirror the craftsmanship, heritage and pure Britishness of your Morgan, you need look no further than James Lock and Co. MOG


Oscar Wilde

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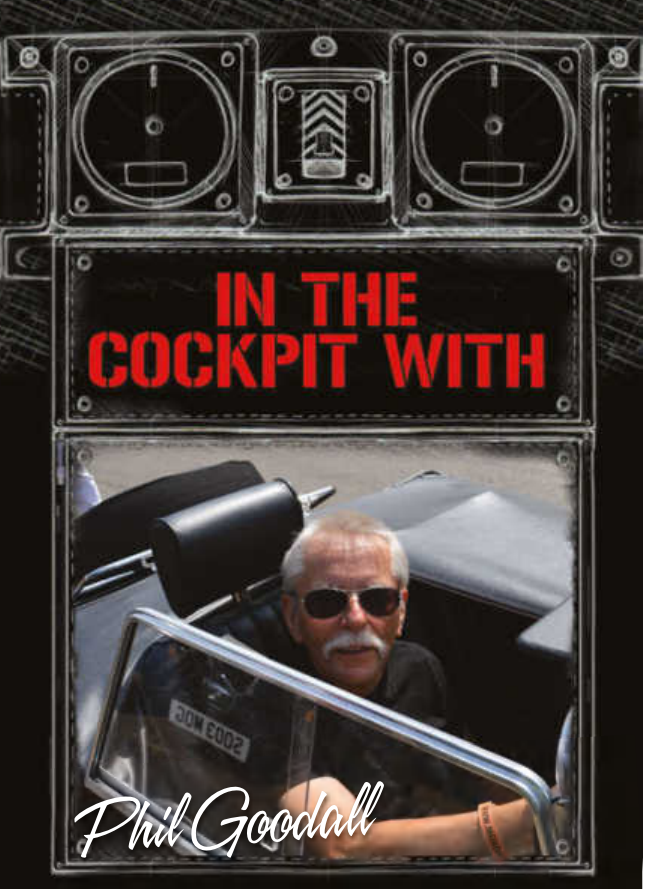
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Now on his second Morgan, Phil has moved on from his 4/4 Sport to something a bit tastier. His Roadster has more grunt and that's the way Phil likes it. We caught up with him at Thrill on the Hill, just before he put his latest ride through its paces.

What model is your Morgan?
It's a Roadster. It's a very nice car, and I can't wait to take it up the hill.

Is this your first Morgan?
It's my second. I think I've caught the bug now! The first Morgan I owned was a 4/4, which was a lovely car, too.

Why did you change Morgans?
Just wanted something with a bit more power, and it's great in all black! I like to modify my cars. On the 4/4 I modified the exhaust and induction system, more to come on this car, too.

What inspired you to keep coming back?
There's just something about them, they've got those wings and that sound! You just wait to you hear it head up the hill.

How would you describe being a Morgan owner?
The cars are not like any others, their style and the way they drive is so different. The feel of the car makes you feel completely connected to the road.



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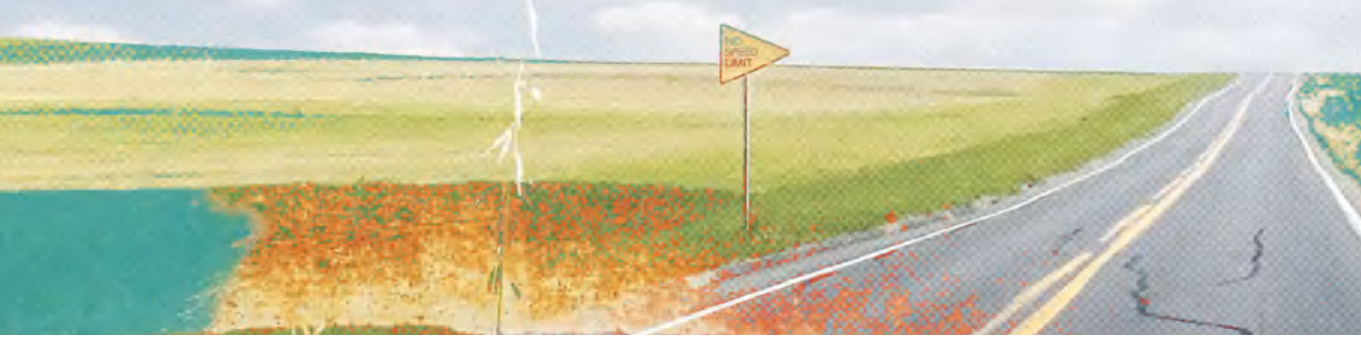
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The Cathedral of Speed

Dating back to 1922, Italy's Monza is regarded as one of the best motor racing venues in the world. It's the fastest track on the F1 calendar and has what might be the most iconic corner in history – Parabolica. With everything from historic racing to modern high-octane thrills, Monza's a true place of pilgrimage for petrol heads. >





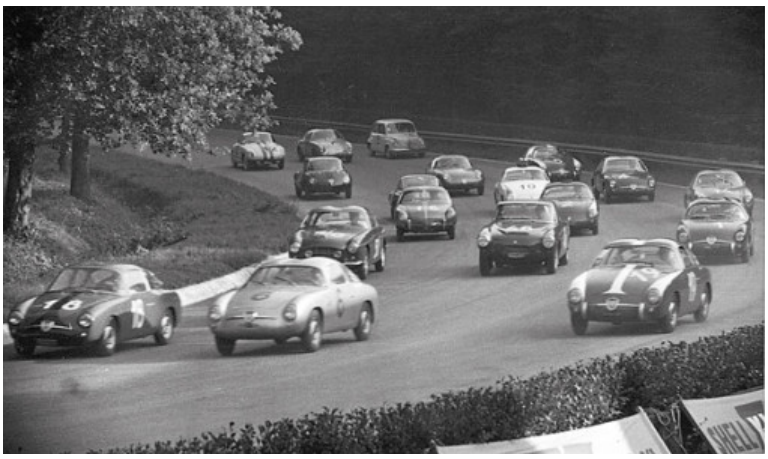


Described as motorsport's 'Cathedral of Speed', Monza is fast – very fast. We hear frequently from the F1 racers that they enjoy high-speed corners and it's here where the Italian circuit shines.

The circuit's signature corner, Parabolica, is an increasing radius, long, right-hand turn and the final corner before the start-finish line. Not only is this probably one of the most famous high-speed corners, alongside Suzuka's 130R and Silverstone's Copse, it opens out onto the iconic Monza straight. A true racers' corner, Parabolica rewards perfect execution with incredible exit speed. Getting it right is vital for a quick lap.

The corner lasts around 7.5 seconds in an F1 car, and at race speeds of close to 200kph (150mph), with drivers getting on to the power as early as possible, squirming and fighting the cars to the very edge of the track at the exit. In a world where street circuits are becoming more popular, and new circuits don't seem to cut the mustard, drivers consistently praise the old school tracks such as Silverstone, Suzuka, Austria and Monza as places that truly challenge their skills.

Quite literally all of the greats have raced here. Jim Clark, Stirling Moss, John Surtees and Jacky Ickx have all pushed the limits of various cars on the sacred tarmac. In the





very early days, Monza was one of the first purpose-built race tracks with banked curves, in the same style as Brooklands. Over the years, the performance of the race cars exceeded the track's banked curves' limits – racing grew more dangerous and changes were needed both for the safety of the drivers and spectators.

The 'modern' version of the circuit has remained relatively unchanged since the early 1970s, with a few chicanes added to improve safety. Recently, the outside of Parabolica has been tarmacked in place of the original punishing gravel trap – an alteration that has split opinion. However, the nature of the corner remains unchanged and the challenge is still there in bucketloads.

Why is Monza fast? Well it all comes down to its corners, or rather, the lack thereof. In fact Monza only has four proper corners: the two Lesmos, the Ascari complex and the Parabolica. This means that F1 cars are at full throttle for an incredible 80% of the lap! The fastest speed recorded is 210mph and the fastest pole lap at 1m20.089.

If you visit the circuit, you can always go for the big spectacle of F1



"THE NATURE OF THE CORNER REMAINS UNCHANGED AND THE CHALLENGE IS STILL THERE IN BUCKETLOADS"

or, for something a bit more low key, you can opt to go for one of the many other events Monza holds throughout the year.

Experience days, track days and plenty of racing series to enjoy, Monza's a great place to go – just keep an eye on their calendar for something that you'd enjoy. Race series include the Blancpain Endurance Series, which includes testing and trials, and two prestigious one-make championships: the Lamborghini >











Blancpain Super Trofeo Europe and the Formula Renault 2.0 NEC.

The modern cars are great for high-speed thrills (if you get a chance, check out the Monza Rally Show, too!), but Monza also hosts Classic Endurance Racing, Mille Miglia and the Coppa Intereuropa, enjoying its history by welcoming some of the most iconic cars in the world through its gates.

The Classic Endurance Racing features 50 cars including the Porsche 935, BMW M1, Lola T70 and Ferrari 512 BBLM – well worth a look. For something with an exclusively Italian flavour, the Coppa Intereuropa consists of 100% Italian marques duking it out on the track.

Monza plays a part in the historic Mille Miglia event, which is undeniably one of the most iconic races in motorsport history – perhaps the most exciting of Monza's line up for those into classics. If you're thinking of visiting for this event, the dates are confirmed as 18th-22nd May 2016.

Seeing as it's Italy, the Ferrari Challenge is worth a look, too. The famous red cars are back on the circuit of Monza for the 24th edition of the annual Ferrari Challenge. The race celebrating everything Prancing Horse takes place around April time (see their website for dates).

From the beautiful historic machines to the most scientific of modern F1, Monza provides thrills for retro enthusiasts and modern racing fans alike. With experience days and top-quality racing series gracing the famous asphalt, it's a motoring venue that shouldn't be missed.

Have a look at their website for details on upcoming events and see if you can tie it in with a Morgan tour around Italy. Well, that's the dream! MOG



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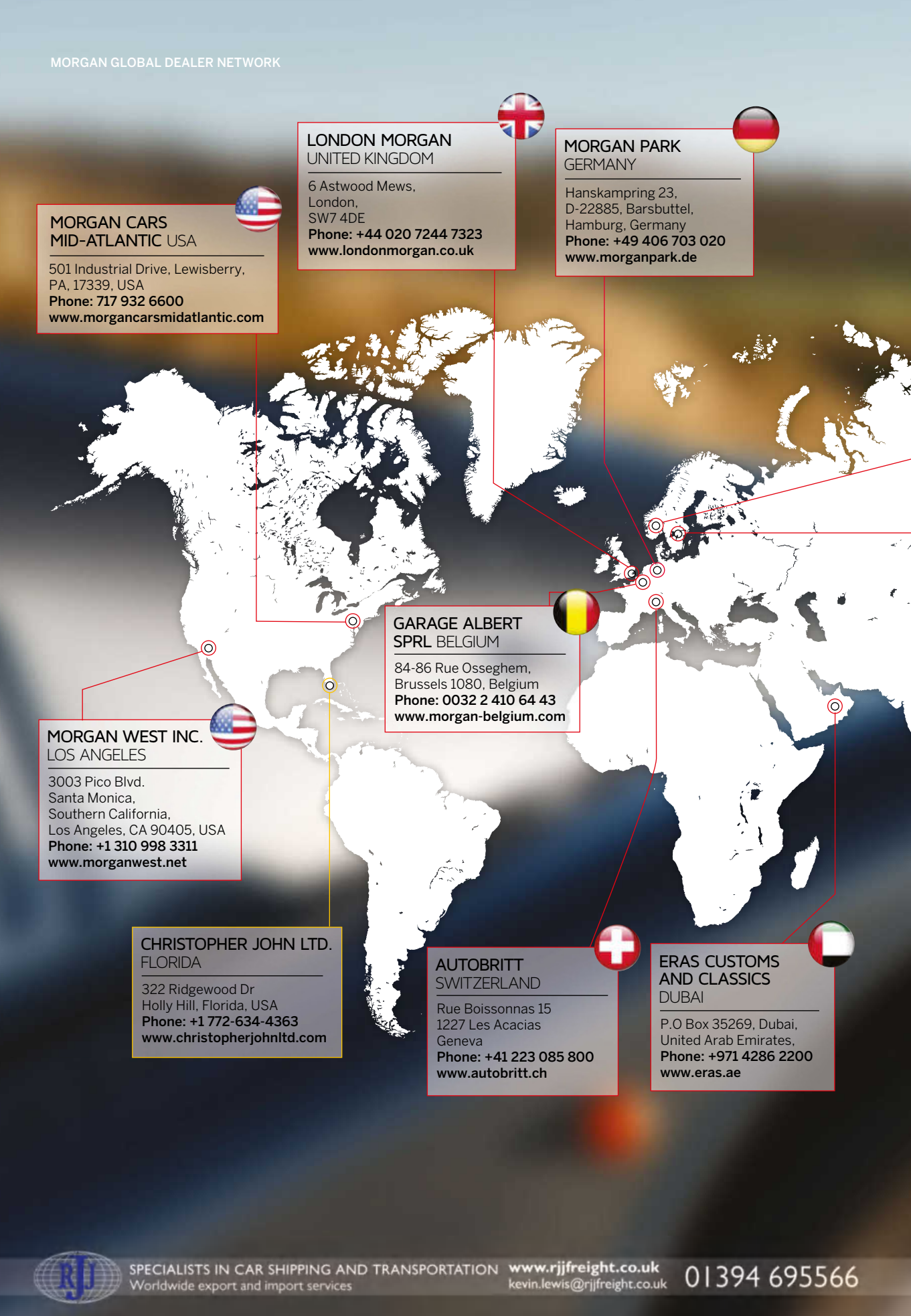
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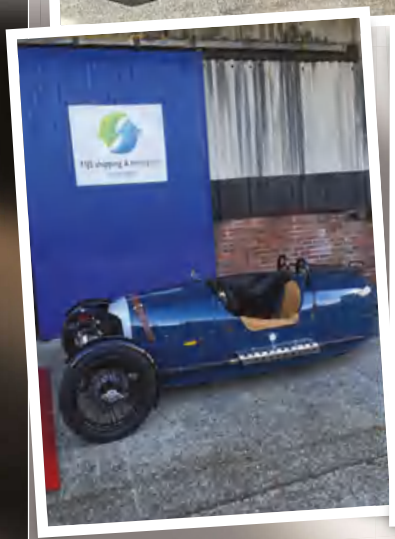
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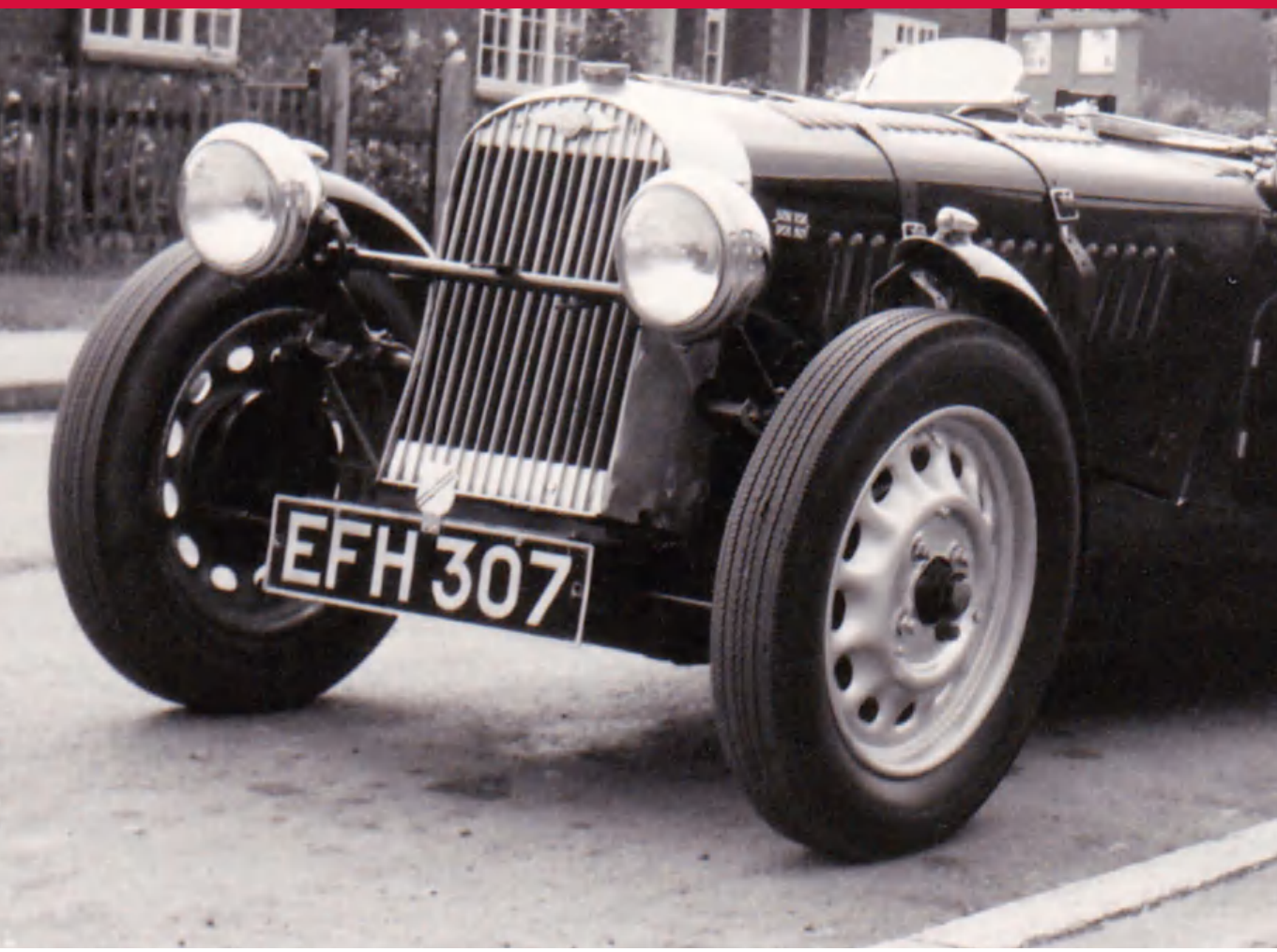
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Have You Seen This MOG?



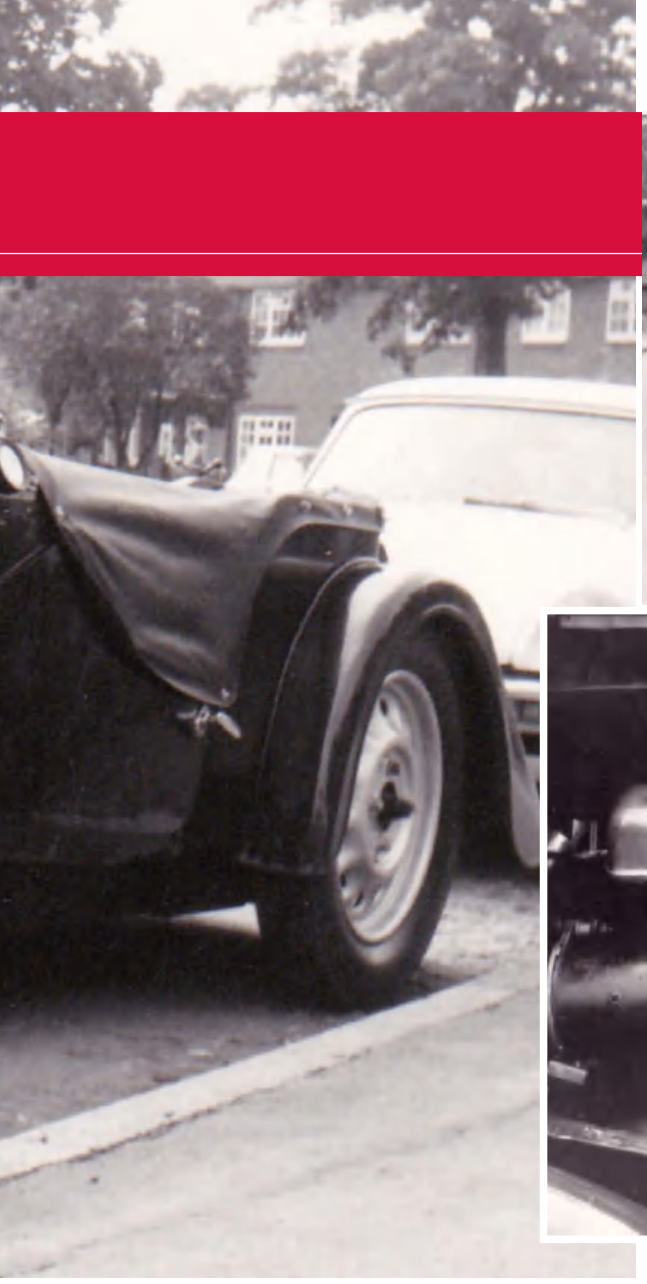
Desperately Seeking...

Leaving a Mog to rot in a barn is bad enough, but subsequently dumping several tonnes of coal on top of it just takes the biscuit. That's exactly what happened to this unfortunate Mog. The 4/4, a bizarre victim of the miner's strike of 1972, was seemingly beyond repair, but Bob Exelby took ownership of the car and decided to bring it back to life. Using many improvised methods to restore the Mog, Bob and his woodwork teacher got it back into driving shape.

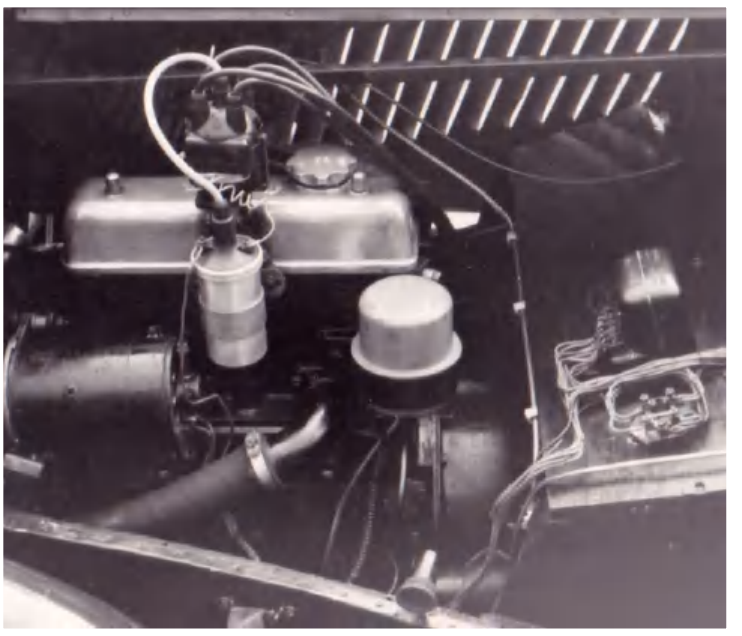
Morgans very rarely disappear. They're held in such esteem that you'll see even the most wrecked and twisted examples restored. Many times you'll hear of highly trained restorers or experienced car experts bringing classic cars back to life, but how often do you hear of an enthusiastic student and woodwork teacher reviving a Mog?

It was in the late 1970s when Bob took possession of the car, it came with a little brown log book, which recorded a succession of recent owners. Each had dismantled this 4/4 a little more in the hope of restoring and reassembling it, but nobody quite got around to it. Eventually it came to rest, completely disassembled, in a large coal store opposite a windmill near Yarm, in North Yorkshire, just a few miles from Bob's parents' home:

"I can't remember exactly when I bought it, but I do remember that coal played a significant part in the purchase. Its then owner (I think called Hart) had, in anticipation of the 1972 miner's strike, ordered several tons of anthracite, which was cruelly dumped on top of the chassis







and various boxes of parts. I can only guess that when the remains started to re-emerge, some time later, he decided it was a lost cause, becoming an ever-increasing nuisance as he picked out the coals from the car. He told me that I could have it for 50 quid just as long as I took every single part, nut, bolt and washer with me!"

"It was sprayed British Racing Green with endless jam jars of paint attached to the end of a bicycle pump!"

Bob relocated the dissembled Mog into a disused horsebox; he had a huge task on his hands. With the chassis and various parts thoroughly pummelled by coal, it had effectively been on the receiving end of a rockslide and would have proved too daunting for most – but Bob wasn't deterred:

"I went at it with great enthusiasm and had a drivable chassis within just a few months! As far as I could tell, apart from the windscreen, some engine ancillaries and the front wings, it seemed to be mostly complete. The radiator bonnet and rear wings had not suffered the ignominy of the coal shed and were in good order but the remainder was something of a challenge. I enrolled at night school and my old woodwork teacher, Joe Tash, helped me cobble together the damaged timber. A local panel beater sorted out the damaged metalwork and eventually it all came together."

Although not perhaps 'concours' it was now a functional Morgan. Bob added the finishing touches in the way of a new screen and a lick of paint:

"I used Aero screens to replace the missing windscreen and it was sprayed British Racing Green with endless jam jars of paint attached to the end of a bicycle pump! The wiring loom was also missing and was replaced with solid copper >

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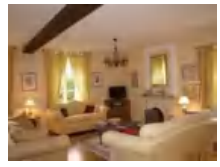


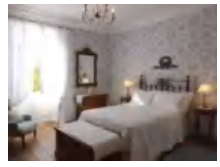
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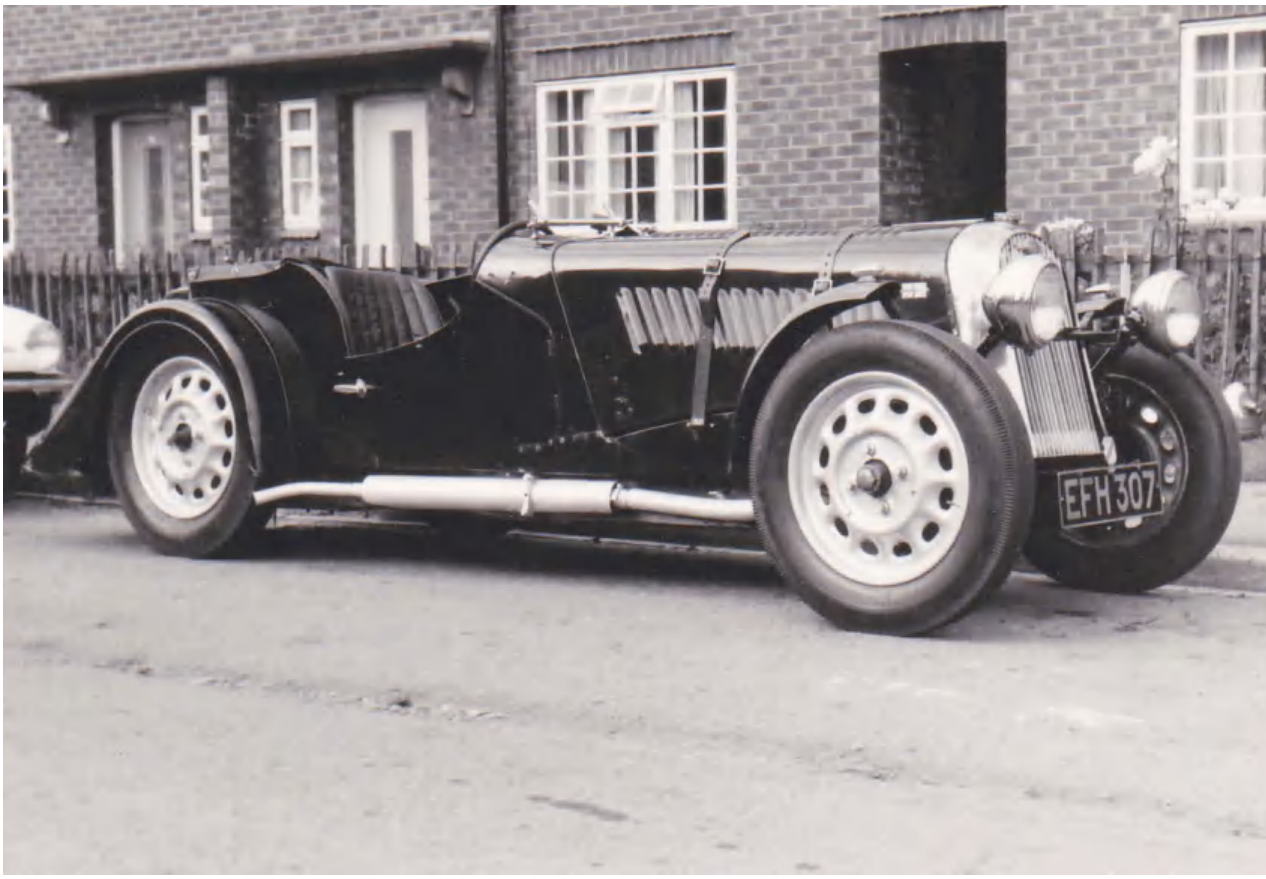






Lyn & Graham Peek 0033 5 46 33 36 09 **www.cottagesandclassics.com**

Email: **thepeeks@wanadoo.fr** Members of MSCC, Morgan Club de France & AMOC



"I actually met my wife in it. Our first encounter was a blind date; I drove up in the 4/4 complete with helmet and goggles! "

cable, red or black, rescued from discarded twin and earth."

Using some less-than-orthodox methods only adds to the character of what is a thoroughly heartfelt restoration. The car had seen better days, but as a functional vehicle it worked well. Bob has an interesting way of describing his finished project's look: "When complete it could best be described in seventies used-car-dealer-parlance as a '20 footer' (a car which looked great, but only from 20 feet or more!)"

Nevertheless, it was never meant for the shows, it was a miracle it had been transformed to something road-worthy at all. The 4/4 was well-used and well-loved.

"I really loved it; I actually met my wife in it. Our first encounter was a blind date; I drove up in the 4/4 complete with helmet and goggles! A broken union on the oil pressure gauge dripped black oil onto her white pleated mini skirt – was it a portend of our future life together?"

Although the Mog broke one union, it helped forge another! Forty years on and Bob and his wife are still together, so it can't have been too bad an omen. However much he loved the car, eventually it had to be sold. "Alas, the need for some instant cash for a new business venture meant it had to go. I can't remember who I sold it to. I do remember that it sold easily for about £700."

Although the car has left Bob's possession, he's managed to hold on to one particular piece: "Apart from the photographs, my only other memento is the brass spigot bush from the centre of the flywheel, which I forgot to fit and still sits on a shelf in my office. It seemed to run fine without it, but would in time I'm sure be the cause of some vibrations!"

Rescued by Bob and his teacher, it's a fantastic story of using the tools, equipment and budget available to the best effect. With enough enthusiasm, any Mog can live again. Morgan's very rarely go to the scrap heap, and for this reason Bob feels it's sure to still be out there somewhere:

"Having almost reached the point of no return, then being returned to the road when values were starting to rise, it must surely still exist somewhere. I'd love to rediscover EFH307".

Although Bob sadly had to sell the car, he most definitely caught the Morgan bug and is keen to be reunited. If anyone knows where the car is now (or perhaps is feeling the vibrations of a spigot-bush-less Morgan!) please let us know so we can reconnect two old friends. **MOG**

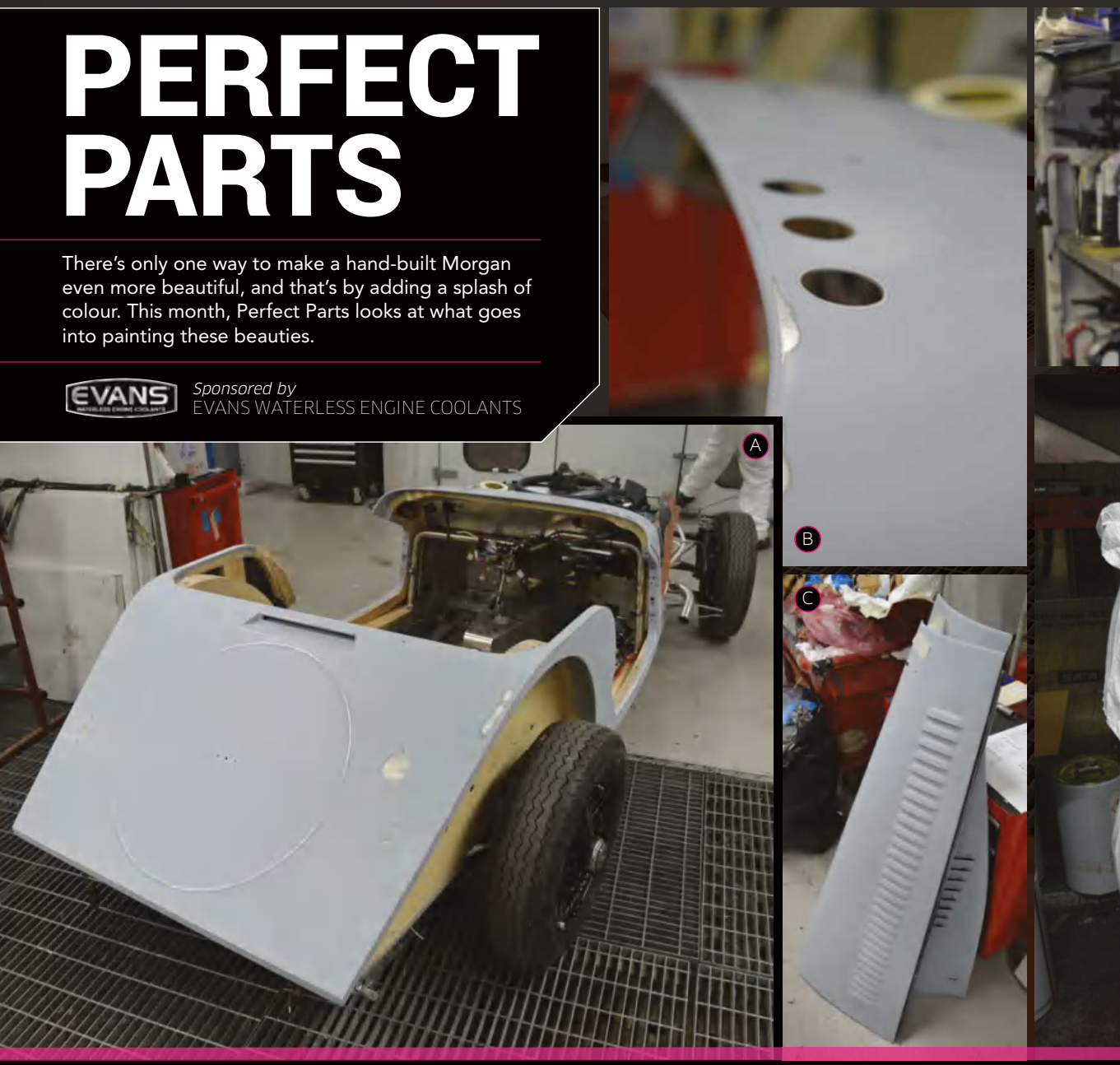
If you're on the look out for an old Mog "friend", and have a story to tell about it, why not contact editor@mogmag.co.uk and see if we can help?

PERFECT PARTS

There's only one way to make a hand-built Morgan even more beautiful, and that's by adding a splash of colour. This month, Perfect Parts looks at what goes into painting these beauties.

EVANS WATERLESS ENGINE COOLANTS

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EVANS WATERLESS ENGINE COOLANTS



Whether it's a wall in your house, a scale model or the fence at the bottom of the garden, there is no denying that paint being applied is a universal sign for a project be fully or nearly completed. Despite the fact that a great deal of time and effort has been spent creating what the paint is applied to, it's always the colourful coating that completes the look.

The same can be said of painting a car. Prior to being the desired target of a paint gun, a car is just bare metal: an unprotected, vulnerable hulk that seems to be – visually at least – a million miles away from being completed, but that all changes rather quickly.

First, the car is prepped in readiness for its chosen colour. This means the car is primed and then rubbed down to ensure the level and lines on the bodywork are millimetre perfect. After this, it's rolled down to the paint shop where the real transformation begins.

First, any metal left exposed after the delicate rubbing down of the bodywork is given a coat of high-build primer. Painting on both bare metal and primer isn't an option, hence doing this. Once the small additions of primer are dry, the car is wiped down to remove any grease that may have come into contact with it. By this, we don't mean great globs of axle grease – we're talking about fingerprints or particles that may have landed on the car during its delivery to the paint shop. The water-based and solvent degreasers ensure the body is free of all contaminates.

After this, the car is masked up to keep paint off the engine, wheels and chassis. It would take one of us hours to do, but the skilled hands at Morgan make light work of it – masking a car in just 30 minutes.

A: The freshly prepared body arrives

B: Exposed metal needs to be covered with primer again

C: All the panels are removed from the car prior to paint

D: The paint room is chock-full of colourful options

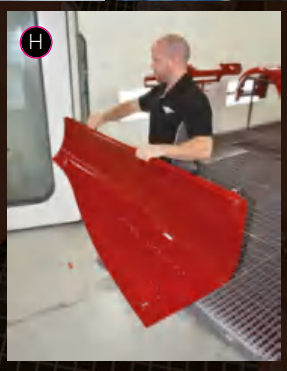
E: Plenty of paint guns are on hand















This is where things get exciting. Once masked, the car goes into the paint booth, along with all the other panels such as the wings, bonnet and doors. Each is placed on a trestle or hung so as to allow the paint sprayer complete access when he's using the spray gun.

Once satisfied that everything is good to go, the paint is mixed in the paint room, as per the customer's specifications. Using charts and guides that cover the walls of the paint room, the staff can ensure that every colour is perfect, despite there being a baffling number to choose from.

In the sealed booth, Morgan's painters get to work and cover the waiting panels and car with paint. Using careful and calm passes of the spray gun, the paint bonds to the panels uniformly and cleanly. For metallic cars, there are a couple of coats of the base colour, then once that's dried, there are two coats of clear coat. For solid colours it's simply a case of two heavy coats of the paint. To do the former takes around two hours, while the latter is a more speedy one hour.

F: The paint room houses lots of samples to check final quality

G: Mixing the paint is done by man, not machine

H: Painted panels being removed from the booth

I: The masked, painted body ready for reassembly

J: One big, colourful jigsaw puzzle!

Finally, the car and its panels are left to bake in the spray booth at a toasty 75 degrees for around 45 minutes. This dries and hardens the paint and once cool they can be carefully handled. They go onto racks where the paint can cure a little bit more and where they can also be monitored for any potential errors such as runs or cracks.

All that's left to do now is build the car up and give it a polish, but there's more to it than that! You'll have to wait until next month to see though!

MOG TRIED & TESTED





MOG 5/5

Valet Pro Beading Marvellous

Price - £9.99 **Contact -** www.valetpro.eu

Here's another wittily named product from Valet Pro. We've grown to love their almost hair-product-like style, particularly as they tend to have the great results to back it up, too. So, how does 'Beading Marvellous' stack up?

This product, carnauba wax, which is actually palm wax from Brazilian palm trees, sounds oh so natural, and it is. There's no dodgy chemicals here, Valet Pro have ensured it's all natural. Although I don't think it's totally necessary to be 100% natural for a car wax, it's a nice touch.

It goes on easily to clean paintwork and buffs off even easier. What's left is a shine you'd expect from a top-end wax. When the sun hit our newly waxed bonnet it was hard to deny it left a finish probably on a par with much more expensive products.

It really works a treat, and throwing some water on proved it did bead marvellously. We have to say it's not the cheapest wax on the market, but it doesn't smear and it works really nicely.

Lastly, it smells great. Honestly, take a whiff and you'll want a scoop. Obviously we recommend you keep this one just for the car, although there no stopping you using it in your hair, perhaps it'll keep the rain off?

VELCRO Heavy Duty Tape

Price - £7.99 **Contact -** www.halfords.com

When searching for solutions for the car or the garage you come across all sorts of bizarre products whilst perusing places such as Halfords. We came across this Velcro tape when looking for a solution to a faulty sat nav holder.

With sat navs, you're restricted to securing them to a window anyway, so we figured this might be a nice alternative to those lacking window space, or suffering from the same problem. In the pack you get one roll of 'fluffy' Velcro and another of 'spiky'. You simply cut the appropriate shape out of both tapes and apply.

This gave us plenty of options when securing the sat nav. However, the tape didn't want to stick to our test car's interior, probably as it wasn't very smooth. This wasn't helped by the fact the Velcro is so strong, it would pull the tape away from the dash. Perhaps too strong for its own good!

After a bit of experimentation it stuck. With the lacquered dash of a Morgan, this shouldn't be too much of an issue. Overall we feel this is a pretty nifty product with a wealth of applications – we've heard that it's even capable of securing tools to garage walls. Well worth keeping in your toolbox.





MOG 4/5

Get Yer Gas-Kit Off

Price - ??? **Contact -** www.carplan.co.uk

Another product in the CarPlan range of Carry On Garage Consumables: this is a gasket remover. I found cause to use it recently while changing a water pump on a friend's small-block Chevy – the gaskets between the water pump and the block were baked solid, and I could either try to chip them off with a screwdriver and risk gouging the block, or I could rely on this stuff. I gave this stuff a go.

The instructions tell you to spray it on, and leave it until you see the gasket bubbling. It didn't say whether you gave it a light dusting or an absolute soaking, but underneath the directions it mentioned that this stuff also serves as a handy paintstripper, so I thought I'd better be gentle with it. It also didn't say how long this might take. I waited a minute or two, no bubbling. I went and found something else to do for five or 10 minutes, returned, no bubbling. Sod it, I thought, and went and found a Stanley blade for the scraping.

Well, roger me with the ragman's trumpet if those gaskets didn't just peel off that block with the barest minimum of Stanley-based persuasion. I reckon they'd have come off in one piece, too, if I'd had longer arms! So it looks like it does exactly what it says on the tin, and saved me a lot of scraping. The only issue I can see is its ability to strip paint from anything nearby, and the aerosol nozzle is hardly the model of precision. So if you're looking to shift stubborn gaskets off your old smoker, this is the stuff; if you've a stuck gasket on your prize-winning show motor, you're probably best with a gentle scraper.

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THE MORGAN LOVER'S

Christmas Gift Guide

Thought Christmas Shopping was a slog? Not with MOG!
The weather outside is frightful; so don't bother opening the door! Sit down, grab a cuppa and browse these delightful gifts for the Morgan gentleman (and gentlewomen). We've scoured the shops and the online stores to find what we think are the best Christmas gifts for those who love Mogs and classic motoring.

Handywoman

One for the ladies, these luxurious soft leather gloves are made by Dents, who have been making the world's finest leather gloves in England since 1777. They're made with 100% sheep leather, the finest leather for glove making. These gloves are unlined for a tighter fit and extra flexibility – perfect for driving.

Cost: **£35**
Contact: **www.holden.co.uk**





Clocks Away!

Named after the home of Morgan, the C30 Malvern Chronometer is a watch with a distinct motoring flavour. The C30 uses a 27 Jewel, thermo-compensated ETA 251.233 quartz movement, which ensures it's supremely accurate and reliable. Not only is it a fantastic watch, there will be only 500 made, which makes it all the more desirable.

Cost: **£550**
Contact: **www.christopherward.co.uk**

Top Lid

Look like you've driven straight out of the past with this traditional hand-built helmet. The Classic retains all the original design features of the 1950s low-dome racing helmet. Davida manufacture the Classic using traditional materials and techniques, hand-built for the best possible quality. The neat and compact Classic has a fibreglass shell, leather interior, side flaps and neck curtain.

Cost: from **£295**
Contact: **www.davida.co.uk**



Winter Warmer

You'll want to keep the chill out this winter, and there's no better way to do it than with these cosy collars from Madman. You can select from a range of smart tweed material or cosy fleece. If you contact the company, they even produce custom-made one-offs. Practical and stylish – we love them.

Cost: **£160**
Contact: **www.akmayne.com**



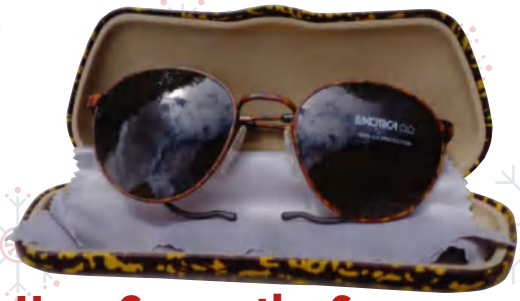


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The Campione features a refined adaptation of the famous Piloti sole – the Roll Control technology for comfort and durability with a special rounded heel. Piloti have created the perfect shoe – comfortable, formal and great for driving!

Cost: **£330**
Contact: **www.piloti.uk.com**



Here Comes the Sun

For those sunny winter days, you may want to ditch the goggles in favour of something a bit more fashionable. These sunglasses look great, but are actually Dutch military issue, too, so are built for hard service. They feature curved, bendable arms that tuck neatly behind the ear, preventing them from slipping-off – great driving!

Cost: **£69**
Contact: **www.britishmotoringapparel.co.uk**

Fill 'Er Up!

These bespoke hand-made pumps are the perfect addition to any garage, or 'man cave'. Manufactured in the UK with powder-coated galvanised steel panels, these are top quality. You can choose a display cabinet version, or, our personal favourite, the 18-bottle wine chiller with smoked glass door!

Cost: **Contact for prices**
Contact: **www.customgaspumps.co.uk**





Gear Goggles

You'll want some goggles to go with that hat, and these Halcyon Mk9s should do the trick. Based on classic RAF goggles, these are deluxe specification with super-comfortable kid-leather facemask and polished brass frames – beautifully vintage.

Cost: **£59**
Contact: **www.greycar.com**

Baggage Allowance

Constructed from leather and canvas, this sturdy bag is one that will fit nicely in a Mog, yet hold enough for most trips. Measuring 53cm long, 28cm high and 23cm wide, it should fit behind the seats in your Mog. Top-quality materials and construction makes this a great choice for a weekend away.

Cost: **£130**
Contact: **www.historicracewear.com**





Time Machine

This Smith's Aircraft/Rally wall clock is based on the 'Time of Trip' clocks used by the RAF in fighter aircraft from the 1930s until the 1950s. The clocks were also popular with works team's rally drivers in the 1950s, being reliable with a highly visible face. Beautifully made, these replicas look just like the real thing.

Cost: **£33**
Contact: **www.meandmycar.co.uk**

Anyone For Coffee?

Nothing says 'I love cars' like a V8 table! Vee 8 Design build their tables from a wide range of engines, including those from Range Rovers, BMWs and Mercedes as well as some more exotic marques such as Rolls Royce and Maserati! Certainly a showstopper when it comes to coffee time. Also, you can get in touch with Vee 8 Design if you want one bespokely made – Morgan anyone?

Cost: from **£520**
Contact: www.vee8design.com





Mog Mod

For the kid in you! These super accurate 1:18 scale models are perfect for desks, windowsills or mantelpieces – or just about anywhere. Here at MOG we have something of an obsession with model cars, and we're sure we're not the only ones! Who said toys are for kids?

Cost: **£113.34**
Contact: **www.morgan-motor.co.uk**



Sweet Enough

Something for the stocking, these vintage Morgan travel sweets are a must for any Mog journey! Simply hard-boiled fruit sweets in a tin. Enough said!

Cost: **£3.13**
Contact: **www.morgan-motor.co.uk**

Date Right

We think this is a must for any desk. This matt satin-finish perpetual desk calendar is available with over 70 different classic car pictures – or you can replace it with your own image. A great little present at an excellent price.

Cost: **£10.99**
Contact: **www.motorgifts.co.uk**





MOG Subscription!

Yes, we couldn't resist squeezing this one in. Why not get a subscription to MOG? A brilliant Christmas gift that'll last all year. Morgan content galore every month, including inside information from the factory, straight to your door – and you'll get it earlier than the shops!

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MORGANATICS

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SPOT THE CLASSIC

Gerwyn Jones reported on an exciting new historic motoring event that he attended at the end of October. The Classic and Sportscar Show exhibited over 300 of the world's rarest, most desirable and valuable classic cars including a fine array of Morgans. Located at Alexandra Palace, the London Show included a display of Sir Stirling Moss' British single-seater competition cars, a celebration of Aston Martin, a photographic gallery honouring British F1 champions and special exhibits showcasing the rarest and most important racers and road cars, not to mention a high end classic car auction. (For more pictures visit www.gerwynjones.zenfolio.com)






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SON OF A LEGEND

Roger Buff sent us these pictures of the Brighton Speed Trials, where he competed alongside a familiar name…

"During the final days running up to the 2015 Brighton Speed Trials you would have noticed adverts posted round Brighton advertising the fact Freddie Hunt, the son of the late James Hunt, would be competing in the Trials. A great selling point for sure. As a humble competitor I was oblivious of this until I fell upon the paparazzi in the paddock.

"It was good to see the son of James Hunt competing, and when I came to compete in my Morgan I found I would run just behind Freddie Hunt in his sped-up MG Midget. I have always liked these little cars and he certainly was quick off the line and showed a clear set of heels to all the Midgets in his class. When I saw him climb out of his car with his long blonde hair and warm smile, I had to take a second look – I thought I'd pulled up behind James Hunt!"



















ENDURING STYLE

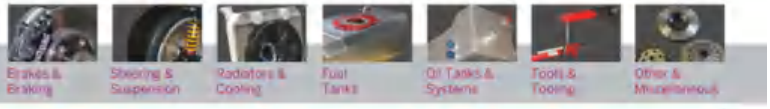
The sun came out as did Bruce Stapleton's beautiful Morgan after a decent October racing campaign. Bruce's endurance special has graced these pages before now, and has a fantastic history. Bruce is planning to enter the car into plenty of races next season – here's hoping it's coming to a track near us! Those wide wings and that yellow trim make this one of the best-looking Mogs we've ever seen.

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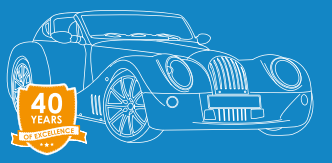


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LUXURY WATCHES



INSIDE TRACK

It's lights, camera, action at Morgan this month, with TV stars, photoshoots and more. There truly never is a dull day at the Morgan factory it seems!







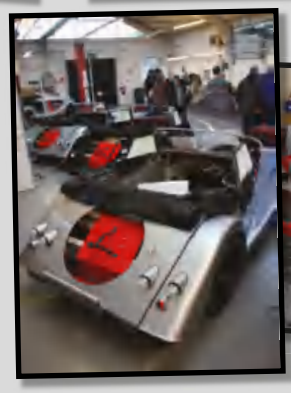


May Day

Morgan is a popular place, but even so, it's exciting to see just how far that popularity spreads, as demonstrated by a recent visit from none other than James May of Top Gear fame. He and his camera crew were at the factory to film a segment for the recently aired 'Car Building Live' (it's on iPlayer if you missed it). He wasn't just hosting though, oh no, he had a go at making parts, too. Good on him!

Four on the Floor

It might still be undergoing some final engine development, but that hasn't stopped the staff at the factory from building the first batch of AR P4s. Lined up in the trim shop, they made for quite the sight. Traditional looks, but with a bright red chassis and those delicious split-rim alloys, it certainly looks the part. All we want now is to have a go in one!



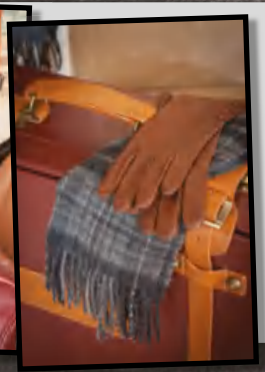




Wheely Good

Wheels can make or break a car, so it's a given that the designers at Morgan weren't going to take any chances when it came to the rims for the new Aero 8. Clean-cut multi-spoke wheels with just a little bit of a concave form to offer some depth have now been made and have hit the factory in readiness for the new cars. Needless to say, the Aero 8 just keeps getting better.





Sell-abration

Not content with just making cars, Morgan has pushed even further into the world of product-themed gifts, just in time for Christmas, funnily enough! This called for some models, a photographer and lots of lovely Morgan clobber. Boasting something for everyone, the new catalogue promises to give Morgan fans the means to fully furnish their lives with quality Morgan stuff. Now, where did we leave our wallet...

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